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THE JOHN CRERA
LIBRARY
25 OCT 1900

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIII. NEW YORK, OCTOBER 24, 1900. No. 4.



**THERE ARE TWELVE DAILY PAPERS IN
PHILADELPHIA.**

EACH ONE HAS SOME CIRCULATION.

THE GREATEST—by far—number of readers
like the

PHILADELPHIA Record

When the rate is right and the circulation the greatest; and when all the advertising agencies in the country recommend "THE RECORD" and all the local and general advertisers use it, this paper must attract your attention FIRST.

Average for the first nine months this year:

192,838 Daily, rate 25c. a line.

153,346 Sunday, rate 20c. a line.

All agate classified advertising 15c. a line.

(Write for a useful celluloid agate rule or miniature edition of RECORD.)

On her way to the Store



is the best time to tell a woman about what you have to sell.

Thousands of women use the Brooklyn "L" every day on their way "shopping" — get points on what to buy, from the attractively displayed advertising cards.

Have you any message to give them? We can deliver it in the best manner.

The "how," the cost and all particulars are yours for the asking.

GEO. KISSAM & CO.,

253 Broadway, N. Y.

Written by Wm. Henry Beable, London, E. C., England.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1863
VOL. XXXIII. NEW YORK, OCTOBER 24, 1900. No. 4.

THE ADVERTISING OF DYS- PEPSIA REMEDIES IN AMERICA.

Under the foregoing heading, *Profitable Advertising*, in its October number, publishes part of a report submitted by M. P. Gould, the advertising manager of New York, to Singer, Maddox & Co., Ltd., general indent merchants, Wellington, New Zealand. It is so interesting and valuable that the Little Schoolmaster takes the privilege of reproducing it here:

About ten years ago department stores began to handle patent medicines for advertising purposes. The prices were cut to and below cost, to demonstrate, ostensibly, how cheap these stores sold goods. The leading retail druggists followed suit. They cut prices to keep from losing their patent medicine trade. This "cut rate war" has gone on until the profits on "patents" have been reduced below the living point for the average retailer. During the past four years there has been a really national effort to raise the prices back to afford a legitimate profit. However, the most conspicuous movement has been the growth of the demand for "Own Preparations," i. e., a line of goods put up at a lower price under the retailer's name to take the place of the advertised patent remedies. For example, suppose Ayer's Sarsaparilla retails at \$1 regular price. The cut prices will vary from 59 cents to 85 cents per bottle. The retailer pays 68½ cents for it. His own sarsaparilla will retail at 75 cents and yield a good profit. The logical outcome of such a widespread demand has been the springing into prominence of many "non-secret" manufacturing drug houses, which put up any kind of remedy desired by the re-

tailer. Nearly every druggist of any consequence in the United States has from one or two to two hundred such remedies of his own. Many retailers, however, make all such remedies in their own laboratories, which is a further saving in cost. These remedies are advertised through catalogues of all sizes, from eight pages to two hundred pages each, sent out to prospective and actual mail-order customers; through local newspapers, through pamphlets, cards, novelties, rebate coupons, etc., distributed from house to house in the territory from which the retailer draws trade. This "Own Preparations" trade has assumed enormous proportions. One of my customers, for example, has, during the last six years, increased the sale on his own eighty-seven remedies from about \$1,100 per year to over \$1,200 per month. I think the tendency will be more and more in this direction in the future. For a while there was a disagreeable feeling between proprietary concerns and retailers over "substitution," i. e., when a customer called for Ripans, or Hood's or Stuart's, the druggist brought out his own remedy, on which he could make a legitimate profit, and argued its superior merit as against the article called for. This practice has been largely destroyed by the tactics of the proprietary advertisers. They publicly call in question the motives of the retailer for offering "an inferior article as substitute for the original." The retailers have retorted by getting out advertising matter to push their own remedies on their own merits. This is, of course, legitimate. Whereas to steal the advertisers' thunder at the moment of sale is not strictly fair. The accusations and ma-

lignings of the retailers by the proprietary concerns have made the retailers positively indifferent to the whole patent medicine trade. They say to the manufacturer: "Create a demand for your goods, and we will handle them. Not until." This indifference works against the introduction of new remedies, but it does not prevent new ones from being successfully introduced frequently. It simply makes their introduction more costly and uncertain.

As you ask in particular about Ripans Tabules, I will begin with that preparation. Ripans Tabules is owned and conducted by George P. Rowell & Co., publishers of PRINTERS' INK. Hence you see, as you remark, more in PRINTERS' INK about Ripans than about any other remedy. Formerly, Ripans sold at 25 and 50 cents per package. At those prices, I understand, it was not a profitable venture. Within the past four years, however, a popular 5-cent package has been put on the market. The sale of this new package is very large, but there is so small a margin of profit on it that retailers are particularly hostile toward it. It costs the retailer 48 cents per dozen, and sells at 60 cents. But the manufacturers advertise it at 50 cents per dozen direct, postage prepaid, so that if any one buys Ripans, 5-cent size, by the dozen, the retailer clears only 2 cents per dozen, while, in single packages, he clears only 1 cent on each package. I consider this a mistake. The good-will of the retailer is worth allowing him a legitimate profit. By actual investigation in various States and under different conditions, it has been found that it costs the retail druggist, on an average, 33 per cent to do business. At this rate he would lose 13 per cent on all Ripans Tabules which he handled, since the profit on them is only 20 per cent at most. Many of the "patents" yield the retailer 40 to 80 per cent profit. I consider 50 per cent a fair profit for the average retail druggist. Ripans Chemical Company has offered a clock for each testimonial on Ripans Tabules. A special blank is sent to the patient requesting

complete data about age, weight, symptoms, occupation, etc. When this additional data comes in, it is twice revised and rewritten in the third person. An illustration of the patient at his occupation frequently appears in the advertisement with the testimonial. This cut usually occupies about two-thirds of the space. I do not know that any booklets have been used, except the little "400 Boston Doctors." Posters, street car cards, store hangers and window displays have been employed largely.

"Stuart's Dyspepsia Tablets" have been very successful. They were originated by a retail druggist in a little town in Michigan. Then a stock company was formed and the advertising conducted by a firm in Chicago.

Very large newspaper space was, and is, used. All the advertising matter is written in the style you see in their 16-page booklet—sincere, conservative, to the point, and such as inspires belief and confidence. A great deal is made of the printed formula, which is advertised as being approved by forty thousand physicians—which is probably only true indirectly, in that the ingredients are the approved remedies in the materia medica for stomach disorders. Stuart has made much of testimonials. He gets some prominent resident in a town, very often the mayor, to use his dyspepsia tablets, and to give a written statement regarding their efficacy. Then a whole page space is taken in the local newspapers. The testimonial, together with a large portrait of the patient and considerable reading matter in large type, generally not less than 10-point, is used to fill the space. The 16-page booklet, large 4-page advertising sheets, newspaper size, and the regular newspaper columns are the only means of advertising.

"Johnson's Digestive Tablets" is one of the better class of preparations. Its advertising is conducted in a thoroughly commendable manner. The manufacturers, the Brunswick Pharmacal Company, are closely allied with Johnson & Johnson, large manufacturers of

absorbent cotton goods for surgical use; hence, both of these concerns—practically one and the same firm—have a very high standing with the medical profession of America. Johnson's Digestive Tablets have been introduced largely through physicians. In a 28-page, 5½x8 inch pamphlet, issued monthly, called *Red Cross Notes*, and sent free regularly to any one who will apply for it, the manufacturers made the following offer: "To any physician in good standing who will select a typical case of disordered digestion, acute or chronic, and prescribe Johnson's Digestive Tablets, we will send one of the large size packages, containing 150 tablets (price \$1), free of all cost, provided he will write out a brief diagnosis of the case and send us a report of the treatment with the results, whether good or bad." The following is the result of this offer: Out of a total of 1,091 cases treated by physicians, there were reported: 42, progress unsatisfactory; 110, failures; 479, favorable progress; 460, cured. All of these facts were promptly reported back to the medical profession. A very striking showcase display is composed of two glass tubes 6 inches long, mounted on a card, which stands on top of the ordinary drug store showcase. In one tube are placed small pieces of roast beef, peas, beans, fried sausage, fish, lobsters, crackers, cake, cheese, mince pie, potatoes, etc. In the other tube is a clear, pale liquid, at the bottom of which is an inch of dark sediment. On the card is wording to the effect that the transformation was brought about in a short time by Johnson's Digestive Tablets. This is an object-lesson that must make a lasting impression on any one who examines it, and the display is not easily overlooked.

Johnson & Johnson have always used medical journals and periodically published booklets for the profession. This year they have gone into the newspapers. They use a 4-inch double column space with one sentence and a cut.

"Caroid" is a vegetable digestive ferment similar in sphere to papoid. Animal pepsin, for the

treatment of stomach affections, has had a great run in the United States. The preparation of pepsin products has become an enormous side-industry of the packing houses in Chicago, Omaha, St. Louis and Kansas City. Caroid and papoid are a reaction against animal pepsin. Caroid is rarely, if ever, seen displayed on the druggist's showcase. It sticks strictly to the medical profession. It sends three neatly packed samples to every doctor, on request. One sample is of Caroid Tablets with soda; another is of Caroid Tablets with charcoal; the third is of powdered caroid. Accompanying each package of samples is a 20-page booklet, containing elaborate analyses and tests of caroid side by side with animal digestive ferments. These tests are signed by some of the most celebrated chemists of America. One very striking illustration is a half-tone cut of a plate containing one-fourth of beefsteak into which has been rubbed five grains of powdered caroid. The same meat is shown six hours later entirely digested.

"Seng" is advertised to doctors only. Literature will not be sent to the public. Practically all medical journals are used. Samples are mailed to the profession for clinical trial when requested. The 16-page booklet is composed of a very good original article on dyspepsia by a well known physician, and by testimonials for Seng in regular practice.

All such concerns have traveling men on the road who call periodically on the physicians of every town and city, leaving samples and literature. I know of one successful house which has over sixty men traveling constantly.

"Horsford's Acid Phosphate" has been a standard dyspepsia remedy on the market for a number of years. It has been advertised constantly to physicians in all the medical journals. It has many marks of approval from the medical profession in the way of original articles delivered at medical societies' meetings, and clinical reports in medical publications. It uses practically all good newspapers in the country. The

space is rarely over 1-inch single column.

"Pepsalt" has made quite a success through magazine advertising, window displays in drug stores, street car cards and billboard signs. To my knowledge it has not used any newspapers or medical journals. It appeals to high livers because of its convenience. It is put up in a regular salt holder with perforated screw cap. To use it, the dyspeptic just shakes it on his victuals as he would any salt or pepper. My opinion is that the number who will confess that they overeat and need a regular artificial digester is small compared to the number of those who will take a "medicine" to "cure" their dyspepsia. Pepsalt, I should say, has a place in big cities among the overfed, but not much among the common people.

"Listerine" is an anti-fermentative liquid growing in demand constantly. It began with the doctors—the usual way. Medical journals and clinical reports have been used in profusion. I know of no other stomach and bowel remedial that has been advertised so voluminously in monographs written by members of the profession. Some of these monographs contain elaborate treatises of fifty to two hundred pages each. They are being sent out constantly to physicians. Newspapers, magazines, and secular literature have not been used. But there has grown up such a popular demand for Listerine that many druggists are displaying it in their windows. The manufacturers have issued a neat booklet of a semi-professional nature, however, plain to any intelligent person, which is supplied to druggists for distribution to their customers. This is one way of advertising to the public without being "unprofessional."

Munyon and Humphreys, the big homeopathic concerns, both have "specifics" for dyspepsia, which are advertised in their catalogues, by their cabinets in drug stores, and, in season, by considerable space in newspapers.

A few years ago, when Munyon started, he employed a corps of physicians who traveled from one city to another treating all cases

free of charge. Page spaces in newspapers were used to announce the arrival of "Munyon's Doctors" and "Munyon's Remedies." For a couple of years the space used in newspapers has been about a six-inch single column. Dr. Munyon's picture nearly always accompanies. Great stress is laid on his personality as a lecturer and "friend of humanity." The cut usually illustrates Munyon in the attitude of delivering a "Munyon Truth." A quick success has been achieved for his remedies.

"Welch's Grape Juice" is gaining rapidly as a remedial in stomach ailments. It is said to be assimilated direct, thereby giving the digestive organs both rest and nourishment. It is advertised for use in convalescence, in hospitals, as a table beverage at home, and as a soda fountain drink. All kinds of professional and secular advertising, as already mentioned, are used. Quite a number of grape juice products are being put on the market, probably stimulated by the Welch success. The "non-secret" houses are also supplying druggists with grape juice, bearing the druggists' own label and seal. In this same class of food medicines are Somatose (Scheffelin & Co.), Fairchild's Panopepton, Armour's Soluble Beef, Sharp & Dohme's Pan-Peptic Elixir, Lactopeptine and Scott's Emulsion. The advertising of all, except the last (which uses newspapers extensively), is confined to the medical profession.

There are any number of effervescent salts on sale. Abbey's, an English preparation, has gained quick success by means of billboard posters, street car cards, and newspapers. When Admiral Dewey returned from the battle of Manila, was greeted by three million people on the Hudson river at New York City; one of the most conspicuous crafts on the water was a tugboat with an enormous sign on each side, on which were a large picture of the admiral and the words, "The Salt of Salts: Abbey's Effervescent Salt." They have taken advantage of several celebrations of this character.

Abbott's Saline Laxative is a new good one now being adver-

tised strikingly in medical journals. Probably after it gets established among doctors, it will launch out on the general market.

Tarrant's Seltzer Aperient is an old preparation, which had not been advertised for a number of years until three years ago. A high grade of two-color booklets and considerable newspaper space have been used. The chief feature of the newspaper advertisements is the large, circular trade-mark. The tactics of this and other remedies which I could name easily, show that it is not safe for any patent medicine to stop advertising here for any length of time. Those which do soon drop out of sight.

There is one other preparation advertised for gastro-intestinal diseases—Cascarets. Its success has been largely due to the manager, H. L. Kramer. Mr. Kramer does not follow any set system of advertising. He trusts to his judgment as to what to use and when to use it. He seems to spend more for advertising than he really does, because of his ability to buy paying mediums at seasonable times. He uses bright colors whenever possible. His "Talk's cheap; results, that's it," will show you how he is trying to keep druggists

from cutting prices on Cascarets. He has a way of "talking" in all his advertising so that the busy American, who is always in a hurry—or thinks he is—will read it. Short phrases, jerky, colloquial style, and, above all, common sense, Americans prefer this sort of "hurry" advertising.

As an example of a very lively American advertising pamphlet, I call your attention to a copy of Hance Brothers & White's quarterly "Frog," by which they push their several preparations among druggists. These preparations, at regular prices, sell for less than the cut prices of many other patents. For this reason they have made a conspicuous success right in the midst of "cut-rate" difficulties.

"FAME'S" VIEW.

When the law determines that a man shall not be permitted to publish a book that offends the literary sense of readers, nor to paint a picture that artists regard as hideous, nor to build a house that is architecturally unpleasing, nor to raise onions on his farm because the smell irritates the nostrils of his neighbor who is driving by; then, and not till then, can it consistently interfere with the right of the owner of land to use his own judgment about permitting advertising displays wherever such displays can be made conspicuous on that land.—*Fame.*

* THE JACKSON * VENTILATING GRATE

IT is essential to health that you breathe pure air during the many hours you spend in your office and drawing-room. The Jackson Ventilating Grate can be fitted into any ordinary fireplace, and burns either coal, wood, or gas. The Ventilating Grate

**Keeps the Room Filled with
Fresh, Warmed Air,**

constantly changing, but of uniform temperature. It will heat an entire house of moderate size during Fall and Spring, and several rooms on one or different floors in freezing weather.

Its saving in fuel is astonishing.

Write at once for catalogue "No. 30."

E. A. JACKSON & BRO.,
30 Beekman Street, • NEW YORK.



GOOD!

AT THE NECKTIE COUNTER.

"Black neckties, if you please."

Drummond, the salesman, started across the counter at the speaker as if his thoughts were in Egypt.

"What is it?" he said at last.

"Black neckties. Silk."

Drummond threw a box down. The customer opened it. "These are red—and not silk," he said, quietly.

"Nobody wears black silk now," Drummond said, yawning, and looking indifferently at the plain old man before him. Then he took up the box and threw it back into its place.

"Have you none of the kind I want?" asked the old man.

"No! that kind of goods went out years ago. We don't keep 'em," said the salesman, insolently.

"There are plenty of black silk ties," said Sanders, the man at the next counter, in an undertone.

"I know; but what's the good of bothering with an old back number like that? Methodist preacher, I'll bet five to one! But I was telling you about my cousins, the Harts. The three brothers all left the village and came up to town. One is now a railway boss, one a banker and the third is a sugar man. All of them millionaires."

"A lucky family! How was it?"

"They all had capital to start with. The man with capital wins out every time."

"Perhaps you have neckties—black silk?" the old man said to Sanders. He had been lingering near the counter.

"I think there are some, sir," said Sanders, taking down some boxes. He opened one after another, but there were no ties of the kind the old man wanted.

Drummond, with a half-amused stare at the persistent customer, turned away to gossip and giggle with a salesgirl. Sanders anxiously took down box after box.

"I am afraid I'm giving you a

great deal of trouble," said the old man, kindly.

"That's what I'm here for," said the salesman, pleasantly. "I am sure that I shall find them." The box was found at last and a necktie of the right width chosen, wrapped and handed to the troublesome customer with a smile.

The next morning Sanders received a printed slip notifying him of his promotion in the store. Drummond also received a slip, but it informed him that after the end of the next week his services would no longer be required by Colton & Co. Underneath the printed form were written the words, "Civility and efficiency are capital as well as money. You will fail because you have neither."

"Who was the old bore?" demanded Drummond, in a fury.

"It was John Colton, the silent partner of the firm," said one of the men.—*Youth's Companion*.

FEMALE AGENTS.

There are three recognized female general advertising agents in New York City, each of whom does a fairly large business. Their names are: Edith M. Snedden, 140 Nassau street; M. Volkman, 41 Park Row; and Mathilde C. Weil, 41 Park Row.—*Advisor*.

WANT AD ILLUSTRATED.



WANTED—SINGLE GENTLEMAN TO FILL A POSITION OF RESPONSIBILITY.

Made A Circulation Canvass OF THE CITY OF DES MOINES.

The great dry goods house of Harris-Emery Co. recently employed a force of twenty expert canvassers and made a thorough canvass of the homes of the city of Des Moines for the purpose of determining the circulation of the four Des Moines dailies. The following letter gives the finding of the firm as to the Des Moines DAILY NEWS.

NEW YORK OFFICE
27 LIBERTY STREET

HARRIS-EMERY COMPANY
IMPORTERS AND RETAILERS OF
DRY GOODS, CARPETS, MILLINERY,
HATS AND WALLET STREET

JACOB H. EMERY, PRESIDENT
JOHN H. EMERY, MANAGER
HAROLD C. EMERY, SECRETARY
EDWARD C. EMERY, TREASURER

DES MOINES, IOWA. Oct. 10, 1900.

Pubs. Daily News,
Des Moines, Iowa.

Gentlemen,---We have recently made a thorough canvass of the city of Des Moines by men carefully selected for the purpose of ascertaining the circulation of the four Des Moines daily papers in the homes of the city. We have also examined your circulation records, paper contract, postage receipts, mailing lists, etc., and questioned your pressman, mailing and subscription clerks, circulators, bookkeeper and cashier under oath. We take pleasure in saying that the results of both the city canvass and office examination were exactly in accord with the published circulation reports of the Daily News. Advertisers will find that the circulation of the Daily News is precisely as represented.

Yours truly,

HARRIS-EMERY CO.

Jacob H. Emery
President.

AN INTERESTING VIEW.

No one who watches closely the efforts to apply "business methods" to the work of the church can fail to notice the striking limitations which some of these methods develop. Take the matter of advertising. Everybody knows how much all modern business owes to skillful and systematic advertisement. On the principle that, if you have a good thing, you ought to make it known, the business man of the present day thinks it necessary to keep himself and his wares constantly before the people. When we come to apply this advertising principle to the church it speedily shows serious limitations. A great many churches, both metropolitan and rural, seem now to feel it necessary to come out and announce themselves and their advantages, in a more or less conspicuous way. They advertise their services at length in newspapers, or on colored bulletins prominently displayed. Ministers vie with each other in the striking phraseology of their topics and see to it that we know of them duly in advance. The musical programme becomes a sort of sacred concert—also duly heralded—in which cornet solos, viol'n obligatos and harp accompaniments take leading parts. There are popular lectures and picnics and excursions and shows, all adduced as proofs of the church's social activity, and all widely advertised. In those churches which have sought particularly to reach "the masses," the advertising business has sometimes been carried to a point well fitted to arouse the envy of the proprietor of a bargain-store.

Yet it still remains to be shown that resort to this kind of worldly practice has contributed to the success of the church. Indeed, there is good reason for thinking that it has often distinctly injured the church, in both standing and influence. It may be "good business," in the popular phrase, but it is pretty certain, sooner or later, to strike people as inappropriate. We cannot ignore a certain incongruity about it. The practical results, too, are disappointing. One

but appeals to common observation in saying that, with scarcely an exception, the churches which have advertised themselves the most have accomplished, whether in the social or in the spiritual field, the least. Hardly one of them occupies, in any community, a position of the first importance. There may be crowded pews, large collections, and the bustle and hum of great external activity; but the results, in the shape of tangible good accomplished, somehow fail to correspond. Of those who go to scoff a surprisingly small number remain to pray. Possibly we are too much bound by tradition in such matters. Possibly there is in average man something of aristocratic or professional pride which makes the advertisement of religious things seem unfit. But, whatever the cause, experience has thus far failed to show that righteousness can be made to spread in the earth by this particular kind of device.—*N. Y. Evening Post.*

TRUE ENOUGH.

The bane of many would-be adwriters is imitation. It may be true that "there is nothing new under the sun," but a man's advertisement need not be second-hand by design.—*National Printer-Journalist.*

A Tonic and Nerve Food

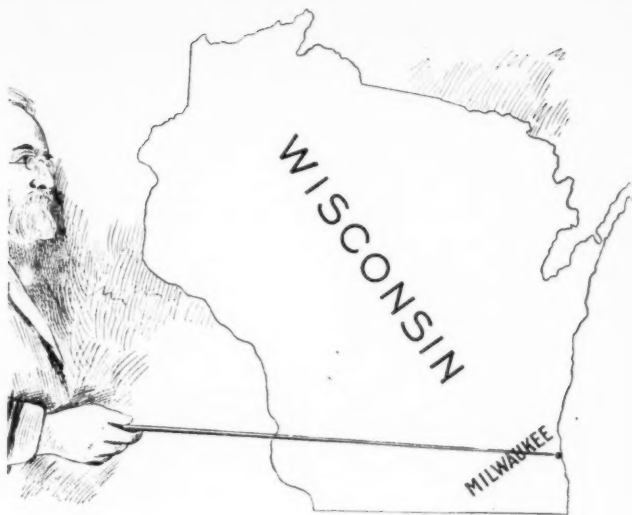
HORSFORD'S Acid Phosphate.

When exhausted, depressed or weary from worry, insomnia or overwork of mind or body, take half a teaspoon of Horsford's Acid Phosphate in half a glass of water.

It nourishes, strengthens and imparts new life and vigor by supplying the needed nerve food.

Sold by Druggists in original packages only

SIMPLE IN ASSERTION AND DISPLAY—BUT
GOOD.



In the State of Wisconsin the (Milwaukee)

Evening -- Wisconsin

easily takes first position as a newspaper and an advertising medium. It leads all other daily papers in circulation as well as in character and quality of circulation.

Best of all it Pays Advertisers.

ENGRAVERS' SPECIMEN BOOKS.

The Barnes-Crosby Company, the Chicago engravers, in sending out their specimen books, make the following interesting observations:

Engravers' books have always borne a striking family resemblance. Away back in the early days of the art the parent book must have been born, and through all the years its progeny have followed in the beaten path. We judge the first engraver to issue a book desired to guard the secret of his craft from prying eyes, and since that time engravers' books have been chiefly remarkable for their lack of all information of practical value to the buyer. They have been a law unto themselves in make-up and typography; they have been printed upon an extravagant kind of highly plated paper, too expensive to be used for ordinary commercial purposes; the cuts have been worked up to a point that rendered them interesting as examples of hand tooling rather than specimens of photo-engraving. In short, the typical specimen book shows what can be done under extraordinary conditions, rather than what the customer may expect in the average run of his work.

We set about making a book of our own, choosing the size convenient for our purpose, set a general style for the pages, and then placing ourselves in the position of a buyer of engravings, we asked questions and made the book answer them. We used a standard grade of enamel paper, such as is seen every day in good commercial catalogues; we selected subjects that had been made in the ordinary course of business for our regular customers, and under each cut we placed a line of type explaining its nature, the size of the screen and the character of the drawing from which the plate had been made. We did not try to compile a handbook of engravers' definitions, or try to explain the process of our work. We grouped the various lines together for easy reference, and tried to show the results of our plant.

It has been said that we have suc-

ceeded in producing the most useful specimen book ever issued. That is what we tried to do. The work is at least honest. It does not overstate our claims to consideration, and we are in the rather satisfactory position of feeling that we will not disappoint any customer who comes to us through the medium of the work in these pages.

DUE TO ADVERTISING.

About ten years ago a great insurance company published in five large octavo volumes, averaging some 500 pages each, on good paper and in good type, the complete works of a modern author, whose eminence in the world of politics and finance was probably the reason he was chosen for this experiment, but who is equally eminent in the world of literary and philosophic criticism. The only bit of advertising in these books is that the title page states that this is the insurance company's edition, and that the same statement is given, quite inoffensively, at the top of every other page. That is all—no staring capitals, no padding of the flyleaves with cuts and figures and puffs. It would be impossible, if there were to be any advertising at all, to do it in a quieter, more gentlemanly way. And one wonders whether after all this is really an advertisement. One cannot help suspecting that some enthusiastic lover of the chosen author hypnotized the board of directors and got them to put a number of thousand dollars into a publication which, at the low price it was sold for, could not return its cost. If so all gratitude to him; for the company could spare the money, and some of us could not spare the books; which no ordinary publisher would have issued at such a price, even if he issued them at all.

For it was not some popular author who was selected, one whose works command a large audience and so find ready sale. The scheme was carried on exactly as it should have been. An author was taken whose writings are of standard value, but not popular and not accessible, and a complete edition was made. It was the first and it remains the only one. And it is edited with the utmost skill and thoroughness by a competent scholar. It is the works of Walter Bagehot, edited by Forrest Morgan.—*Kansas City (Mo.) Star.*

THE INDIANAPOLIS PRESS

ADVERTISING MANAGER PRESS.

Dear Sir:—You have a remarkable paper. Our small advertisements in the display columns have proven very effective.

Very truly yours, C. E. SHEETS, Wall Paper,
150 East Market Street.

PERRY LUKENS, JR., Eastern Representative, 29 Tribune Bldg., N.Y. City.

CORNERED BEEF'S MERITS.

With a little skill even an advertisement of corned beef may be made interesting and attractive. Witness the following extracts from a circular issued by Wm. B. Jacobs, a butcher of 330 Summer avenue, Brooklyn:

We've taken the despised corn beef and attempted to raise it above its level of degradation. We have studied its preparation and its cooking, and have concluded that it can be rendered so palatable as to divorce it from its unsavory reputation. We looked over the many different methods of corning. We thought there was a little merit in several of them which would make a great change in the result if they were used combined. We took the beef and so corned it that it was not hard, as one method left it; not salt, as another left it; not unevenly corned as another did; and so on. We gave much careful thought to it, and so now we believe we have something new and good to offer. We trust to dissociate corned beef from its past.

We sell you the corned beef—but our duty is not done with that. We want to show you how to cook it and serve it; lest the good of our curing be lost. We want to warn you against cooking it hard as a rock and then serving it in slices which have been cut with the grain of the meat, and against cooking your cabbage in so much greasy water that it becomes unwholesome and indigestible. Those are mistakes which even the best of corned beef cannot withstand.

Then of making hash—that good, honest hash—you must remember that it will be better if you chop it and the potatoes or onions in a meat chopper, and keep as much fat out of the chopper as is consistent with the cooking. Don't put in any of the ends of the gristle or fat just to economize—because it will spoil your whole dish. Cook it to a brown but not a burn, and the delicate flavor of the corning will assert itself.

Corned beef has no reason for being despised. Corning is a natural method of rendering meat tender and toothsome. If, by calling your attention to

this neglected dish, we offer you something inexpensive, you will not scorn it just for that reason, we hope. We own that it is considered inferior eating, but assert that it is a mistake. We are almost sure that if our patrons follow our advice in this matter we shall have to enlarge our corning facilities.

HOW AN ARTIST ADVERTISED.

Frank Millet, the artist and war correspondent, had no success at all with the critics who passed upon his early work. He regularly sent pictures to the exhibition—and they were good pictures—but no one paid particular attention to them. One day he hit upon a new way of going to work. He painted a picture of a lady in black sitting on a bright red sofa standing against a vivid yellow background. The effect was startling. Friends who saw it expostulated with him and asked what he was going to do with it. They were astounded when he announced that he was going to send it to the exhibition. In vain they told him that the critics would "wipe the floor" with him. "They can't do that without mentioning me," said Frank, "and they've never done that yet." To the exhibition the picture went. It killed everything within twenty feet on either side of it. People couldn't help looking at it; it simply caught and held them.

The critics got into a towering passion. They wrote whole columns about it. They exhausted the English language in abusing it. They ridiculed the committee that permitted it to be hung. They had squibs and gibes about it, but every time they spoke of it they mentioned Frank Millet. He suddenly became the best known artist in town. Somebody, because of the stir that it had made, bought the picture at a good price.

At the next exhibition Millet displayed another picture—of a quieter sort, but no better than his rejected canvasses had been. The critics had much to say about it and "noted with pleasure the marked improvement" that Mr. Millet had made, "an evidence," as they modestly put it, "of the value of criticism to a young artist." The majority of them never saw that Frank had simply compelled their attention by a clever trick and by this means advertised himself.—*Ad Sense.*

AT THIS OFFICE, 10 SPRUCE STREET, NEW YORK, THE GEO. P. ROWELL ADVERTISING AGENCY

Keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

MILK STORIES.

A war now being carried on against the "Milk Trust," a combination of milk contractors who control almost the entire milk trade of Boston and surrounding cities, carried on in the daily papers and in the Boston City Council, has stirred up some of the high-class dairy farms to advertise their products, and has developed some new and interesting advertising. One of these is the Deerfoot Farm, the management of which has long used the street cars to advertise its sausage products and "pasteurized milk." Its ad makes these statements:

Our family milk—coming from three great farms—is principally from Jerseys and their grades. The cows are daily exercised and fed generously with clover hay, corn fodder and grain. Unlike the old-fashioned barn, where the manure is stored underneath and the hay overhead, the barns of Deerfoot Farm, Sout boro, Mass., are well-appointed and have ample ventilation, the feed being stored away from the cows and the manure placed in a separate building a distance away.

It is under these conditions that our cows, with a good supply of pure water, carefully selected food and good treatment, produce milk which has made Deerfoot Farm famous. Every day the apparatus of the dairy is not only boiled but sterilized to insure perfect cleanliness.

After being aerated and bottled, the milk is shipped from the dairy at 9 p.m., arriving in Boston at 2 a.m., and is delivered at Back Bay, Brookline and Cambridge residences in our patent bottles, in time for breakfast.

No formalin, salicylic or boracic acid used in any of the Deerfoot Farm Products.

Another is Frank P. Bennett, well known as the publisher of several trade papers, and the owner of a model stock-farm in Saugus, Mass. His advertisement makes the following arguments:

One reason why every inhabitant of Lynn who desires good milk should buy of Frank P. Bennett, is because Mr. Bennett is the principal obstacle to the success of the "Milk Trust" in this city. So long as the milk from Oaklandvale Farm can be obtained for seven cents per quart, the Trust has found difficulty in advancing its prices.

Another reason why Oaklandvale Farm should be patronized as a safeguard against the "Trust," is because at the recent cattle show of the Middlesex East Agricultural Society the first prize for a herd of Jersey cows was taken by Frank P. Bennett, of

Oaklandvale Farm, Saugus. An official test showed that the milk contained more than six per cent of butter fat when the legal requirement was only three per cent.

A third reason why you should use Oaklandvale Farm milk is because this milk is aerated, the dairy is conducted upon improved sanitary principles, and the cow stable is clean and wholesome. Expert cattle men pronounce the herd of cows at Oaklandvale Farm the best they have seen, and all physicians recommend the milk for their patients.

Fourth.—There is only one price for Oaklandvale Farm milk and that is seven cents per quart in glass jars.

Fifth.—If you desire the very best milk that is ever brought into Lynn, drop a postal card to Frank P. Bennett, Saugus, Mass., and one of our drivers will call upon you. Seven cents per quart.

PAPER FOR TYPEWRITERS.

An Oklahoma man is reported to have invented an apparatus for supplying an endless roll of paper to a typewriter. It consists of a light frame placed on or above the machine, carrying a number of rolls on which the paper is wound.

It is possible to run two sheets with manifold paper between them. The paper is wound on a third roll, in front of which is a pair of jaws by which the paper can be torn off at the end of each message, if desired. In using letterheads the jaws can be used as perforators, the copy being preserved.—*Fourth Estate.*

DEMISE PROPHESED.

If rotten mail-order dealers were wiped out, it would bring about the demise of a large number of mail-order journals which prey to a large extent upon reputable advertisers.—*Advertiser.*

WANT AD ILLUSTRATED.



A RESIDENT OF MAINE, WITH A LOCAL REPUTATION AS AN EXPERT ON HONEY, MAPLE SUGAR, ETC., IS ANXIOUS TO CHANGE HIS PRESENT POSITION.

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

MAGNETIC prices.

To try a pair on is to buy a pair.

Lots of bargains and bargains of lots.

Not flash and show, but sterling worth.

Don't be suited too soon—we are in no hurry.

Our poorest shoes? Haven't any—they're all good.

We can make mistakes, but we hasten to unmake them.

If you don't see it, tell us—we'll have it to-morrow.

Just to keep things revolving we'll sell them for 17 cents.

If you find a price below ours, you'll find quality below also.

The only apology we need make for them is the price—\$7.50.

We would rather spoil a sale than have a purchase disliked.

We'd sooner lose our profit than have you go away dissatisfied.

We could print scores of items, but you don't care for catalogues.

Whatever we advertise can be found in generous quantities.

A TALKING hat. When you get acquainted it will speak for itself.

REMEMBER our claims, and then see how carefully we vindicate them.

ALMOST every kind of a fall hat. Exclusive in every respect save price.

This store without a bargain would be like a plum pudding without plums.

WEARERS of our clothing are forever being interrogated: "Who is your tailor?"

THERE'S only one Knox—and the hats he makes are the royalty of hat-dom.

If you want to be exactly right in what you wear above your eyes, come here.

THE worst thing you can do to us is to keep wrong goods and growl about them.

Not because it is cheap underwear, but because it is good underwear cheap.

We have more kinds to show than the most patient visitor would care to look at.

QUALITIES, styles, tailoring, prices satisfy—every dollar you pay us is in the goods.

BOYS, not a want that we can't supply—and your papa will smile when the bill comes in.

THE newest suits are always shown here first, then copied elsewhere—all but the prices.

So many that we can only hint at

prices; so fine that we won't attempt to describe them.

THE difference between our shoe and a custom made article is that you pay more for the latter.

"YOUR money's worth or your money back" makes poor clothing an impossibility at this store.

JOHN WANAMAKER special suits, \$5. We put our name to it because it is one of our happiest hits.

WE have goods at the lowest prices at which it is safe to buy, and at the highest at which it is worth while.

STYLES that are authoritative; cutting that is perfect; materials that are best; workmanship that is faultless.

It's no news to our regular customers that we're selling the best shoes in town. We want everybody to know it.

Nobody has yet caught up to us in value giving. Others may—but by that time we'll be able to beat our best.

UNLESS you're an expert judge of cloth, you'd better depend somewhat on the store—if you know the store is honest.

If these prices seem attractive, you can depend upon their proving doubly so when you see the bright, fresh merchandise.

THE best is always cheapest, in the long run, but Wanamaker prices make these clothes cheapest first, last and all the time.

HAVE you learned about Wanamaker clothing yet? Let's get acquainted. Here is a hint of clothes to make it worth your while.

THEY'LL stand the tugging and jumping, the romping and wrestling, the running and roughing of the most desperate youngster.

No matter how little you pay, you're bound to get all wool; no matter how much you pay, you're bound to get your money's worth.

CHOOSE what suits you and your pocketbook; choose with the assurance that you are safe; that whatever risk there might be is ours.

If a \$2 Derby falls short in color or wear—if it fails in any way to give you full, reasonable satisfaction—then we owe you a new one.

Do you believe in carefully selected cloths, well cut and well made, as against the cheaper kind, good to-day, shabby to-morrow kind?

AN uncommon store. A place where the "hard-to-please" find choice, rare pieces, found nowhere else, and well worth going miles to see.

No matter how low a price we may quote, depend upon it that you will get the greatest intrinsic value that it is possible for you to receive.

LIKE a well-known old-time English hat manufacturer, we can call ourselves "universal sympathizers" because we have "felt" for every one.

FASHION waits for the Dunlap before she issues her edicts. Come in and see this renowned hat. You'll not waste one cent if you buy one.

THE STORE AND THE NEWSPAPER.

In the small town the local newspaper, daily or weekly, offers to the retailer an excellent medium for bringing to the attention of the public the facts which he desires them to know. It does this cheaper than can be done by the use of circulars, and more effectively withal. To the circular there still clings that contemptuous regard which was its portion in days gone by; while in the case of the newspaper, nothing of this kind is seen.

The retailer in the large city is confronted with a harder problem than falls to the lot of his brother in the small town. As a rule his patronage is confined to a small portion of the city in which he lives; and were he to utilize the newspapers in his city, it would be necessary for him to pay for much circulation of no use to him, since the newspaper's advertising rate is founded on its entire output. To state the condition in more concrete terms, Smith, the grocer, supplies six blocks full of people; he would like to advertise in the *New York World*, but he finds it impossible on account of the rates, which, low enough in themselves perhaps, are too high for reaching six blocks of people. How may the difficulty be obviated?

In many cases retailers so situated have issued little newspapers of their own, in which, besides indicating prices, they have printed small talks about various commodities with which the public did not appear to be sufficiently acquainted, brightening the sheet with jokes clipped from newspapers and magazines. These individual papers would usually be four-page sheets of small size, and it is wonderful with how much interest the recipients regard them, and how anxiously, in many cases, they awaited the next number.—*Information.*

IT IS WHEN LIFE'S SPAN IS ENDED.

It is never too late to advertise.—*Advertising World.*

OUR ROYAL CONTEMPORARY.

There is one newspaper which is edited by a king. In New Zealand there is an interesting little eight-page paper, with three columns to a page, printed in both the English and the native tongue, and called "The Pleiades, or Seven Stars." Its editor is no less a person than His Royal Highness Tawhiao. It is true that this potentate is not an independent sovereign, but when he descends from the royal throne to the editorial chair, then indeed he is monarch of all he surveys.—*London (Eng.) Chronicle.*



LAUGHLIN

FOUNTAIN PEN

The Best at Any Price

A Seasonable Suggestion—A gift of never ending usefulness and a constant pleasant reminder of the giver.

Your choice of these popular styles, superior to the

\$3.00 STYLES

of other makes, for only

\$1.00

Try it a week. If not suited we buy it back, and offer you \$1.10. We are willing to take chances on you wanting to sell, we know pen values, you will when you own one of these.

Finest quality hard rubber holder, 14K. Diamond Point Gold Pen, any desired flexibility in fine, medium or stub, and the only perfect ink feed.

One Pen Only to one address on this special offer, by mail, postpaid on receipt of \$1.00, (registration 8c. extra.)

Ask your dealer to show you this pen, if he has not or won't get it for you (do not let him substitute an imitation, on which he can make more profit) send his name and your order to us, and receive free of charge one of our Safety Pocket Pen Holders.

Remember—There is no "just as good" as the Laughlin, insist on it, take no chances.

Address—

LAUGHLIN MFG. CO.

265 Laughlin Block,
DETROIT, - MICHIGAN.



IT MAKES A GOOD IMPRESSION.

In the interest of our readers and the first-class advertiser, the advertising in THE DELINEATOR is censored more carefully than that of any publication in America.

A year ago we were running many extravagantly-phrased and misleading mail-order, medical and other forms of objectionable advertising. Since the first issue with which I had anything to do, I have eliminated advertisement after advertisement of this character, with the result that the high-grade advertisers realize that THE DELINEATOR is a great and profitable medium for their advertising, and this is evidenced by the fact that they are now using its columns regularly. There has been seldom an issue, for the past year, in which some leading general advertiser has not begun his advertising in THE DELINEATOR.

The editions for November and December exceed 500,000 copies each.

JOHN ADAMS THAYER,

Advertising Manager The Butterick Publishing Co., Ltd.

THOMAS BALMER, Western Manager,
200 Monroe Street, Chicago.

THE PROFESSIONAL DEMONSTRATOR.

"How do you like it?" asked the "demonstrator" suavely.

The woman, who was sipping hot bouillon, put down her cup and laughed.

"Is that the way you always begin?" she said, "because if it is, go right along, but I warn you at the start that I haven't so much as a single-burner gas stove to call my own, that there isn't a grocer in town who knows me by sight, that I never have any use for soup stock, and that I particularly detest beef extract anyway."

The "demonstrator" did not look perturbed. She propped her chin between her hands and smiled across the table, which was one of several daintily spread ones that formed an attractive spot in the basement of the department store.

"It's something," she said, confidentially, "to occasionally get a frank view. If you had not told me that at the start and had simply eaten and drunk and gone away without buying—I might have taken you for a professional sampler. Nowadays almost every manufacturer of foods depends as much on his 'demonstrator' to advertise his goods as he does on printers' ink. He sends men and women all over the country to stores and expositions where they give free demonstrations of the merits of his goods. There's a regular army of these people constantly on the road and, expensive as it seems, the manufacturer apparently is satisfied with returns. In some of the big stores of New York and Chicago there is a pure food show going on all the time. All the manufacturers all over the country engage space for their 'demonstrators,' and the stores don't mind it, you see, because it pleases the women shoppers. There's nothing that tickles the women as much as a free lunch. They are always hearing their husbands and brothers talking about the free lunches that are served at saloons, but when a woman gets hungry down town there is nothing for her to do but to go and buy something outright. She usually considers that a great

waste of money and the 'demonstrators' strike her just right. Then if she doesn't look out she's likely to become a professional.

"In Chicago I had a stand in a big department store where there were nearly a dozen other girls demonstrating all sorts of things—soups, cereals, health foods, gelatines, coffees, teas and so on. Every girl served samples free just as I do here and it was quite possible to begin at the right place and by going the rounds to make out a fairly good luncheon, especially if one were clever enough to evince such an interest as to get a second portion of some one article. A good many found that out in no time and they used to make a regular business of coming into the store about noon and piecing out a meal. Now one of the instructions given a demonstrator is to be as polite to the one who is not a purchaser as the one who is, and we all live up to that rule. But it isn't exactly the square thing with your employer, is it, to feed the same people day in and day out? So we used to have a way of getting around. The girls who had been there longest came in time to know the 'professional samplers' by sight, and when one stopped at a stand word was passed to the rest to be on the lookout. A girl would be serving soup to the 'professional sampler' and while she smiled and acted as if she thoroughly expected a sale, she would stop long enough to call to the next stand:

"That's your telephone number."

"We all knew what that meant if the 'professional' didn't, and so when she had finished her soup and was ready for the next course we were ready for her. We'd never see her, you know—and well—she generally understood without any more hints.

"Something rather funny happened in one place where I was demonstrating. One of the local meat dealers had asked me to show some specially fine breakfast bacon that our house puts up in little cans in an attractive way. I was serving bouillon just as I am here, but I had no objection to opening up the bacon and so I used to have

cans of it on the table. One day a man who was evidently from the country came in.

"Is this here a free lunch?" he asked cautiously.

"I told him it was and asked him if he wished to be served. Then I made him a nice cup of bouillon, filled up the plate of wafers and set them before him. He was sipping the bouillon gingerly with an air of being greatly dissatisfied over the meagerness of the lunch when his eye fell on an open can of bacon. He took out a slice, ate it with apparent relish and then he fell to and emptied that whole can. I had never seen any one try to eat raw pork before and I was anxious. I didn't want him to get sick right there, you know. It wouldn't have been a good advertisement of our goods and I was not sure I knew the antidote for an overdose of raw fat, anyway. But when he had eaten the last slice and had washed it down with bouillon he got up.

"'Tain't much of a lunch,' he said: 'I could get a durned sight better one at Joe Simpkins'."

"There's one nice thing about our work," the "demonstrator" went on. "It doesn't last through the summer and we always have our Christmas holidays. Through the warm months the house does not think it pays to keep 'demonstrators' on the road and so we get a two months' vacation, and during the holidays the stores want all their extra space and we get another lay-off because of that. It's the nicest sort of work. One's engagements are all made by the house, and the space is arranged for and there is nothing to do but to go on to the place and begin work. You meet a lot of nice people, and it is not hard work, though you are likely to have big rushes occasionally. Of course it's to your advantage to make as many sales as you can. You don't get a commission, because you are paid a regular salary and get your expenses besides, but the house judges of your work, of course, by the sales you send in every day. That's why the 'professional sampler' is something of a nuisance. Still every day we serve quantities of people whom we know have no

intention of buying. Take the young girls, for instance, who come giggling in here as they would go to a soda water fountain and who probably think it a distinct grievance that the soda water fountain people never 'demonstrate' their wares.

"There's another notion you might as well get rid of," said the "demonstrator," rising to go to the call of a pedagogical-looking person who probably never sees the inside of a kitchen from week's end to week's end, "we aren't paid to talk. One of the rules of the best class of 'demonstrators' is to make the goods talk for themselves. You've got to be thoroughly convinced that the stuff you are selling is the best on the market and you've got to feel perfectly sure of the fact. But having once gotten that conviction firmly fixed and knowing how to impress it on others without much talking, that's about all there is to it."

Then the "demonstrator" leaned across the table to the pedagogical person.

"How do you like it?" she asked.—*Milwaukee (Wis.) Sentinel.*

LARGE AND SMALL CIRCULATIONS.

Advertisers should bear in mind that by using the standard publications of large circulation, instead of a great many of the monthlies with small circulation, they will be buying a great deal less duplicate circulation.—*Boyce's Hustler.*

A WORD NEEDED.

The advertising world could use a word meaning "an advertised article." To-day it is necessary to use the words named to indicate what one has in mind.

STEREOTYPED ADVERTISING PHRASES.



WARRANTED TO LAST A LIFETIME.

A SUCCESSFUL CLOTHING SALE.

By B. B. Hampton.

Jacobi Bros. & Mack are the proprietors of a clothing store at Galesburg, Ill., a town of 25,000 people. Four years ago the firm determined to do something to enliven trade during July and August. One of the partners had been in business in St. Louis and was acquainted with C. M. Selff, then on the *Post-Dispatch's* advertising staff, now business manager of the *Kansas City Times*. Selff had ideas to sell, and one of these was that a country clothing house could make good use of a dull season sale scheme.

Jacobi Bros. & Mack bought this idea. They hired Selff to come to Galesburg for a week and inaugurate their "first Red-Tag Sale." This sale was so successful that Jacobi Bros. & Mack have continued it twice a year since, in July and August and January and February. It has been so widely imitated that the story of its working may be of interest to some of the readers of **PRINTERS' INK.**

The preliminary work was carefully and quietly done; carefully, so that when the proper time came the advertising could be "sprung in a bunch"; quietly, so competitors could not launch rival sales ahead of the "Red-Tag."

The sale was to start on Tuesday. On Sunday the advertising men of the local newspapers were called in and arrangements made with them for the reservation of the entire back page of each of their papers for five days that week and four days of the week following.

Monday morning the store was closed. The curtains were drawn and an enormous sign stretched across the front of the building proclaimed to the town that "We are closed to-day preparing for our great Red-Tag Sale, which will begin to-morrow morning." This was the first announcement the public had of an approaching sale. The very suddenness of the thing, and the startling effect of closing a store for an entire day—

which does not happen often in a small city—was of immense value from an advertising standpoint.

That evening the newspapers published full page ads, which were set in the form of a large tag. The story of the sale was well told in the ads, and some startling price comparisons were made. The newspapers gave the sale liberal reading notices that day, and both the ads and reading notices announced that on the next evening—the first day of the sale—something like a dozen balloons would be released in front of the store. A red tag bearing a number would be fastened to each balloon, and in the store windows would be articles tagged with corresponding numbers. The finders of the balloon tags could have the articles in the windows.

In the meantime a lot of outdoor advertising matter had been prepared, consisting of one-sheet and half-sheet posters bearing a red tag, and a lot of red tags about 14 by 22 inches in size, cut from cardboard. Upon each poster and tag was a brief announcement of the sale.

The night before opening day a gang of billposters and distributors were put to work, and when the town awoke next morning it found itself "red-tagged" to a finish. Red-tag posters blossomed from billboards and walls and fences; every trolley pole and electric light pole bore an enormous cardboard red tag.

The effect was thoroughly sensational, and it is not surprising that by nine o'clock in the morning of the first day of the sale the store was so crowded that people had to wait outside for chances to rush in and buy things. All day the crush continued, and for nearly two weeks after this the store was filled from early morning until late afternoon.

The real crowd came on the evening of the first day, when the balloons went up. A band played, lots of fireworks and red fire went off, and the yells of the populace accompanied the balloons on their skyward journey. The balloons were of a good stout paper variety, of fantastic shapes and colors.

Throngs of men and boys, on bicycles, in buggies and on foot, followed the airships in the hope of winning prizes. Some of them were successful, but most of the balloons fell in fields and were found next morning by farmers who proudly hustled to town to cash in the tickets. As each ticket represented a good suit of clothes, an overcoat, or some other article of value, it was entirely worth while to find them and bring them back to the store.

During the first week full page ads were run in local newspapers. Next week a page was used four days and then the space was cut down to three or four columns. During the remaining week of the sale smaller spaces were used. Newspapers in neighboring towns were used liberally, with the result of starting trade to the store that previously had never come to Galesburg. All the newspapers were "worked" for write-ups and all responded liberally. On the day of the opening the local dailies each gave a column and a half news story, illustrated with pictures of the members of the firm. The next day the newspapers told of the balloon ascensions and gave the names of those who found the tickets entitling them to prizes. Mr. Selff was a good press agent and the stories he furnished the newspapers were really interesting reading matter, so that the editorial conscience could excuse their appearance as "pure reading."

This was a "Red-Tag Sale" and every possible use was made of the red tag. The town and the country roundabout were red-tagged with posters and cardboard tags, the store front was decorated with red tag banners, and every article in the store bore a red tag price ticket showing in plain figures the regular price and the red-tag sale price.

I have told of the externals of this sale—the advertising, the store decoration, and such things as could be seen. These things alone, no matter how well they were done, could not themselves have made the sale a success. Back of the externals was a boundless energy and a fine enthusiasm that,

working with good advertising, insured the most satisfactory results.

And what were the results? Briefly, these:

An ordinarily dull season was avoided.

All the season's goods, which might have been undesirable next year, were turned into cash at a good time to have cash.

A lot of old stuff, worth almost less than the room it occupied, was cleaned out.

New trade from out-of-town districts was attracted to the store, a big part of which has since been turned into permanent patronage.

These were some of the results. Perhaps there were others that an outsider could not notice. The strongest proof of the success of the sale lies in the fact that twice a year since then the firm has its "Red Tag Sales." Apparently the community has accepted the Red Tag sale as a regular occurrence like Christmas and the Glorious Fourth, and it is growing in popularity every year. For this reason in recent sales the firm has found it unnecessary to do any other advertising than using liberal newspaper space.

IN CATALOGUE COVERS.

The aim of the experienced paper buyer is to find an uncommon paper at a low price, and this is sometimes done by going out of the beaten track and using a paper that was not originally meant for covering books, and is not generally known to the public. For instance, very unique and striking covers have been made out of wall paper, leather, waterproof sheathing, cloth and even grocers' wrapping paper.—*Information.*

THE advertising dentist may not fill a long felt want, but he fills many an aching void.

STEREOTYPED ADVERTISING PHRASES.



IT REMOVES WRINKLES.

ADVERTISING FOR A WIFE.

In PRINTERS' INK of Oct. 10 appeared the following paragraph:

Advertising for a wife appears to be a growing fashion. At first it seems a peculiar practice, yet upon consideration there is much to commend it. In the limited circle in which the majority of men move, the chances for securing just the proper helpmate is decidedly small. Through the newspaper column the circle of selection becomes practically unlimited. But the idea will commend itself to most people.

A poetical correspondent of the Little Schoolmaster gained inspiration from the foregoing to inscribe the following verses:

Once on a time, so it is said,
A nice young man, anxious to wed,
A want ad's virtue thought to try,
So to an office he did hie,
And with the sheckels of heavy gold
Paid for this advertisement bold:
"Wanted a wife, must be possessed
Of beauty, health and ne'er ill dressed.
Wise but not learned,
Proud not meek,
Willing to live on nine a week
Knowing art, music, and housekeeping,
Baking, dusting, washing, sweeping,
Pies and cakes know how to bake,
And bread like mother used to make.
With such a one I'll share my home,
But from it never must she roam."
But yet no maiden answered, "Yes."
Again two days the ad appeared,
Yet no replies his vigil cheered—
Then in disgust he gave it up,
And doth still in boarding houses sup.

MORAL.

For advertising, as in life,
For hats or shoes or e'en a wife,
Don't ask or offer in your list
Articles which do not exist.

A LOUD CALL FOR THE BEST MEN.

Never before was the call for trained men so loud as now. They are in demand everywhere. Not only in the professions, but also in business houses, manufacturing establishments, and even on the farm, they are in great demand. The farmer who understands chemistry, who is able to analyze the forces of nature, to mix brains with his soil, will be the great farmer of the future. There is an increased demand everywhere for college educated men. We find them occupying the best positions in our insurance, banking, manufacturing and transportation institutions. Never before was the call for liberally educated men and women so great as to-day, and the market for brains and education is constantly widening. A manager of a large manufacturing institution says that his firm will not accept anything but college men, or, at least, men trained in polytechnic schools, if it can possibly avoid it. He says that their ultimate success is much greater than that of men not educated at college, and that they are able to adapt themselves to all surroundings, and to meet new conditions better than men with a limited education.—*October Success*.

MOCK-SUNS.

There is much confusion covered by the term "Advertising Agent." All the shades of relationship between man and man in the advertising business crowd under that banner. There is the mere broker who acquires advertising space in wholesale quantities by purchase from publications in need of funds, and who subsequently retails it to a confiding advertiser at the highest price it is possible to squeeze out of him. There is the bargain man who has acquired yards of space in exchange for some commodity which he has cajoled the newspapers into swapping with him.

There is also whose occupation is nothing more than a pretense and a pose. This one may be of some use to an advertiser as a money-saving device, for, rated on the books of periodicals as advertising agent, he draws a commission on the business he places, only to turn it over to the advertiser whose salaried employee he really is. But as an "adviser," such a one is useless. There are other types, but these are the principal ones that masquerade in the company of those whose manners, methods and abilities are as far beyond their compass as the practice and forensic ability of an eminent jurist are removed from the smattering of legal knowledge possessed by a pettifogging hanger-on of the law courts.—*Morse's Agate-Rule*.

WORDS OF WISDOM.

It is not every one who can write good advertising. Men who are fitted by native ability and education to write discursive articles and editorials often make very poor hands at adwriting. The adman must possess peculiar abilities; he must be observing, be quick to grasp the talking points of an article. It is not necessary for him to be a literateur. If he addresses himself to the public in plain, common sense English half the battle is won. But the argument—the logical argument—must be there.—*Dry Goods Economist*.

STEREOTYPED ADVERTISING PHRASES.



BEWARE OF IMITATIONS.

MARKED DOWN.

"Sure!" cheerily remarked the proprietor of the Bombastique Dime Museum and Enchanted Palace of Wonders, caressing his dyed mustache complacently; "I am making all kinds of money now; place packed to the doors, day after day, by lady audiences—actually turning 'em away at every performance!"

"How in the world do you work it, Hooks?" inquired his friend, the manager of an Uncle Tom's Cabin company, who has just come in from a tour. "Last time I saw you, you were roaring about business having all gone to pieces."

"It all comes from a knowledge of feminine nature, me boy! Everything was going to staves, and I was on the point of flinging my hand into the discard and quitting the game dead-cold, when all of a sudden I happened to catch my cue; I am advertising a dwarf twenty-nine inches tall, reduced from thirty-seven, and, as a result, the house won't hold my lady patrons. I've got a high brow on me, Jim, me boy!—a mighty high brow!"—*Fuck.*

IS THE PRESS AGENT A BACK NUMBER?

It is said that the press agent, who formerly was looked upon as practically indispensable to the actor in New York, is now a thing of the past, says the Pittsfield (Mass.) *Eagle*. Time was when it was absolutely essential to have a man to devise some plan whereby his employer would be brought before the public in such a manner as to make people want to see him whenever he appears in an attraction. This is due in large measure to certain newspapers in New York which make no objection to printing anything about an actor, so long as it promises to produce a sensation. The manager of a company may send for a reporter of one of the "yellows" and the advertising resulting from the action is gratis. Thus is the press agent left out in the cold, pushed to the necessity of looking for some other occupation whereby he can earn a livelihood.

JOURNALISTIC PATERNALISM.

The conference of the Institute of Journalists, held in London during the present week, under the auspices of the Lord Mayor, A. J. Newton, passed a number of remarkable resolutions, the results of which are awaited with a great deal of curiosity. For instance, hereafter, if the dictates of the Institute are obeyed, editors must refrain from inviting contributions from persons of wealth and position, society stars, etc., because they thus deprive of valuable space those who are journalists by profession and have no other means of livelihood. It was also resolved to form a committee whose duty is to investigate charges against papers manipulating items of news or unduly expanding cable dispatches. Another committee was appointed to draw up a scheme for the examination of all persons aspiring to a newspaper career.—*Newspaper Maker, Sept. 27.*

A DREADFUL POSSIBILITY.

I heard a good story at the University Club the other day, which, as it's not bitter, I'll tell, writes the Looker-On in the San Francisco *News Letter*.

Some years ago Edgar Mizner was appointed the local agent for Ruinart champagne; and, as a good wine agent should do, he hastened out among his friends to encourage them to buy the brand he represented. About the second man he met after the appointment was his old pal, Porter Ashe.

"Porter," said he, "I am selling a champagne that is old, but new here. The next time you order a bottle of wine at the club or restaurant or the cafe, I wish you would call for Ruinart."

"But I always drink Mumm," said Ashe.

"That's all right," answered Mizner; "if they haven't any Ruinart on hand you can drink your old Mumm."

"Well, Edgar," said Ashe, "I am your friend to the last, but, great God, what am I going to do if they do have Ruinart?"—*National Advertiser.*

IN QUEST OF NEW GEMS.

The *National Advertiser* has found the following advertisement in a sportsman's publication:

I WILL PAY CASH

for any good material that can be cut into gems, or for information concerning new localities where it can be found. There is lots of valuable stuff of this sort on the top of the ground. Have you found any? Almost any clear stones of good color and free from cracks are of some value, and some are of great value, even though small and very rough on the outside. Send me a sample of your find by mail, and I will make you an offer. It may lead you to a fortune. Hunters, be on the lookout for good things in this line, and make your luck pay your hunting expenses. Address

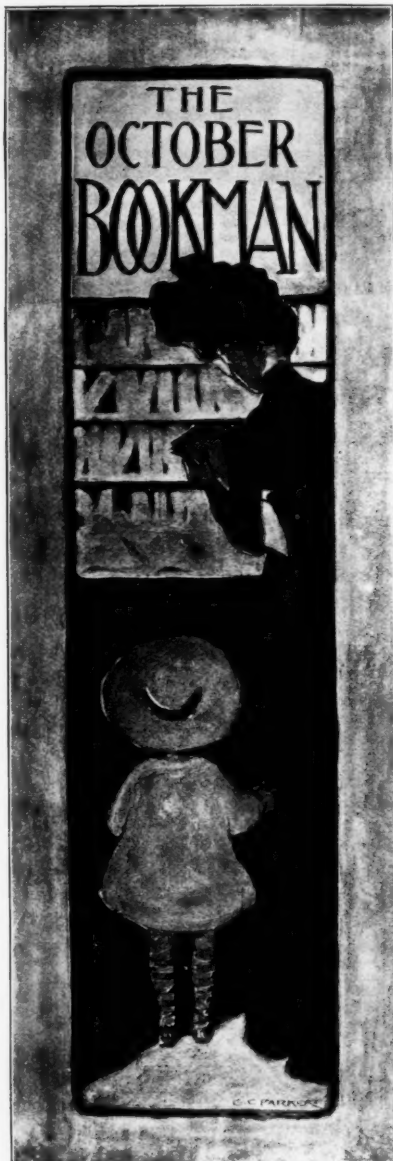
GILMAN W. BROWN,

BOSTON, MASS.

ILLUSTRATED WANT AD.



EXCELLENT OPPORTUNITY FOR A DRIVER.



AN ATTRACTIVE POSTER.

In the original poster the lighter parts of the woman and the entire boy, except the ribbon on his hat, were in yellow; so also was the background on which the words, "The October Bookman," appear; the books, the border around the picture and the stone upon which the boy stands were in drab; everything else was in black. The result secured was excellent.

IN BOOKLETS.

The average booklet has only a momentary interest for the reader. It tells about the article it is intended to advertise, and there its mission is ended. It may be elaborately artistic and excellently written, but its interest is ephemeral and generally ends with one perusal. But some of the shrewder advertisers, who use this form of advertising, have wisely determined to put into the booklets something more than the mere advertisement. While making the latter the prominent feature, they have sprinkled through the little book a judicious selection of useful facts, items of information that are needed almost every day. There have been cooking receipts, postal and banking information, astronomical facts and weather observations, historical paragraphs of general interest, items for the farmer and gardener, household and nursery wrinkles, and a host of other useful information added to the advertising matter, and these addenda have made the booklet a veritable volume of reference, and have insured its preservation where, otherwise, it would certainly have been cast aside after the first hearing. The addition of this outside matter involves little or no extra expense, yet it often doubles and trebles the value of the book.—*Fame.*

THE ABILITY TO ATTRACT.

The advertiser does not need to have fine feeling for words, the verbal instinct, with which poets are born, but he must have an instinct akin to that of the preacher, the orator, the musician, and all other artists who move men; he must be able to attract, to lure, to win.—*Agricultural Advertising.*

A REASON.

It is not sufficient to say that "Spoopkin's Zero Cream is the best." If you think it is the best there must be a reason for it. If you don't know that reason you should not have written the ad. Always have an argument, a reasonable theory why.—*Advertising Experience.*

MORE large fortunes are created by advertising than are dug out of mother earth.—*Mail Order Journal.*

The KODAK
*Speaks a tongue
 known of all
 people*

*The
 perfect camera
 adapted to all persons
 and places, all climates
 and conditions*

*. . . . So simple
 that a little child may
 use it*



PRICES HELP TO MAKE KODAKS POPULAR
 ONE DOLLAR UP TO THIRTYFIVE
*REMEMBER IT ISN'T A
 KODAK IF IT ISN'T AN
 EASTMAN.*

Woodard Clarke & Co.
 Agts. Eastman Kodak Co.
 Fourth & Washington St.
 PORTLAND, ORE.

We Give Free Instructions in the Use of Kodaks.

Buy a Kodak and Make a Record

THIS ADVERTISEMENT GAINED A FIRST PRIZE OF \$1,000 IN THE EASTMAN COMPANY'S CONTEST. IT WAS PUBLISHED IN THE PORTLAND "OREGONIAN," JULY 29TH. THE WEST IS TO BE CONGRATULATED FOR CARRYING OFF THE PRIZE.

IN LONDON AND PARIS.

It appears that for the purpose of giving all visitors to the exposition a high idea not only of Paris, but of all France, the big signboards and advertising boards along the railroads and at the railway stations of that country were removed. Prompted by the French movement the London County Council has, it is said, recently en-

acted an ordinance which empowers the municipal officers to remove all signboards extending over the street or sidewalks, and all illuminated signs on the fronts of buildings that are offensive to the public taste.—*Fourth Estate.*

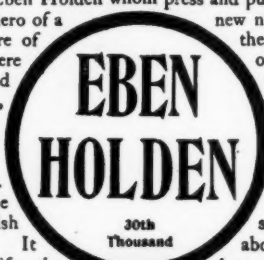
THE less an advertiser wants here below the less he will surely get.

The Fine New Novel—EBEN HOLDEN—Verdict of Book Lovers

"Pure, wholesome gold from every side." — *Boston Globe*. "Makes one's state the more gracious to know him." — *Brooklyn Eagle*. "As far above and beyond David Harum as noonday is above dawn." — *Amelia E. Barr, a famous Novelist*. "A great read it is above dawn." — *Philadelphia Press*. "Of the noblest character." — *The Congregationalist*. "Not a David Harum, he is better." — *Universalist Leader*. "It really contains some of the most ex- with great joy in its truth and freshness. You have got into your book a kind of life not in literature before and you have got it there simply and frankly. It is as pure as water, and as good as bread." — *W. D. HOWELLS*. "A long time since we have ter draw- Transcript. Sure to ing." — *E. H. College*. "A beau- tiful story." — *Louisville Courier-Journal*.



AND who is Eben Holden whom press and public are now praising? He is the hero of a new novel that has in it the unwritten lore of the north woods, the in- vigorating atmosphere of the mountains, the humor of field and fireside, the power of rugged character, the wisdom of the plain people whom the Lincoln loved, and whose sturdy sense of right has been the glory of America. It is the most Am- erican of all novels. "It is a tincture of America," says 'the New York Nation. "It has the best fish story ever written," says one critic. It abounds in matchless pictures of rustic life, the dance, the fair, the meet- ing, the sociable, the forest camp, the school lyceum. It is full of clean, wholesome humor. "There are at least two laughs on every page," says the *Boston Globe*. It is a handsome book, bound in red cloth with gilt top and 432 pages—all gold from cover to cover. Price, \$1.50. For sale at all bookstores.



"Read it from some since Victor Hugo's description of Waterloo." — *DR. LOUIS KLOPSCH of The Christian Herald*. "As sugges- atmosphere and charac- ics of the west." — *Chi-*

"Most vivid battle scene since Victor Hugo's description of Waterloo." — *DR. LOUIS KLOPSCH of The Christian Herald*.

cover to cover for a hasty says President Lawrence Univer- sity of a distinctive ter as Bret Harte's stor- cago Record.



"A wholesome book filled with real people who live and speak. I like the tone of the story, and the fine humor of it." — *Dean Hodges of the Harvard Theological School*.

LOTHROP PUBLISHING COMPANY, Boston

A UNIQUE BOOK ADVERTISEMENT, OCCUPYING A PAGE IN THE OCTOBER "BOOKMAN," THE NAME OF THE AUTHOR OF "EBEN HOLDEN" IS OMITTED, WHICH MAY OR MAY NOT BE BELIEVED TO INCREASE THE INTEREST INVOKED.

LIKE POTATOES.

Buy circulation as you would buy a peck of potatoes, a barrel of sugar, or a pound of beef. A stated amount for a stated price, and see that you get the amount. If a publisher guarantees a circulation of a hundred thousand, incor- porate this understanding in your con- tract and throw the burden of proof on

the publisher, not yourself. If all ad- vertisers would do this there would be no room left for the circulation liar.— *Mail Order Journal*.

TO BE ARTISTIC.

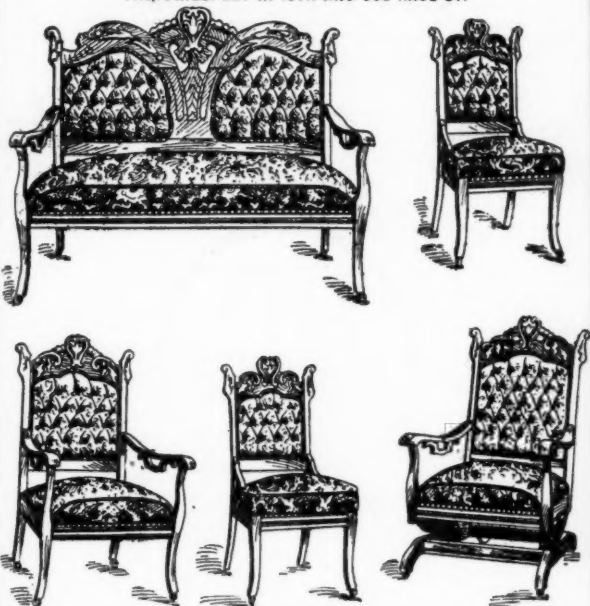
When an advertiser has designs on the public, he should see to it that they're artistic designs.—*Profitable Advertising*.

LOUX

MANUFACTURERS

238, 240 and 242 N. 10th ST.

FACTORIES: 227 N. 10TH AND 932 RACE ST.



This 5-Piece Suit
Exactly Like Cuts

\$20

FULL SIZE

Birch, Mahogany Frame,
Silk Damask, Spring Seats,
Hand Tufted Backs.

MR. J. ROWE STEWART, OF PHILADELPHIA, INFORMS THE LITTLE SCHOOLMASTER THAT THE FIRM OF LOUX HAS INCREASED ITS BUSINESS ONE HUNDRED PER CENT IN ONE YEAR BY ADVERTISING ONE THING AT A TIME, AS ABOVE.

EMERSON SHOES IN LONDON.

A new indication of the expansion of American trade in foreign countries is noticed in the latest move of Messrs. R. B. Brower & Co., makers of the Emerson Shoe, whose factory is located at Brockton, Mass. Heretofore they have confined the sale of their shoe to the thirty-two stores of their own throughout this country. There has been such a demand for American shoes on the other side, however, and the Emerson people have seen their business so successful here that they decided to extend their enterprise. They have now opened up a store in London, at 425 Strand, W. C., and

they feel proud of this new departure. As the shoe will sell there the same as in this country, \$3.50 and \$5, it will doubtless make a decidedly strong appeal, for it will be well worth most of those sold in England for double the money. This new store will be thoroughly American in every detail, conducted under American ideas and by American salesmen. The Emerson people have decided to do more advertising in England this year than any other concern there has attempted. They have prospered this year as never before, and are confident that this new venture will meet with universal approval.—*Brooklyn (N. Y.) Times.*

IN BOSTON.

BOSTON, Oct. 12, 1900.

Editor of PRINTERS' INK:

A clever advertising dodge is being worked in this city by the management of the "Naughty Anthony" company now being played at the Boston Museum and a local dealer in women's hosiery. It is horse and horse between the two concerns, for each derives advertising benefit from the scheme. It originated with the Tremont street firm, MacDonnell & Co. They filled a window with a fascinating display of women's fancy hosiery. He placed a large photograph of Valerie Begere, the hosiery model in the play of "Naughty Anthony," in the window and pinned to each stocking a quotation from that actress' lines, like the following: "Here's to hose, may their clocks never stop." "These I show to married women—they have a sort of settled look." They were apt and catchy, following the lines of the play closely in their adaptation to the display. Then comes the manager of the "Naughty Anthony" company and makes complaint that undue attention is called to his performance in the way the stockings are displayed in the windows with the mottoes attached. He appealed to the police to interfere and the incident was written up in the newspapers. Large numbers of people who would have never heard of the display but for the newspaper notoriety given it have gone out of their way to see it, and of course while looking at it could not fail to see the reference to the play, and thus both things were dinned into their memories.

F. N. H.

A NATURAL CAPACITY.

ST. PAUL, Minn., Oct. 12, 1900.

Editor of PRINTERS' INK:

Your editorials "on school advertising" clearly reveal that you are not a novice, yourself, in advertising. The first essential to the successful development of an advertiser is "a natural capacity" with which you have guardedly qualified your editorials. Without it, a thousand years' tuition in the best school of advertising would not develop the advertising man. With a natural capacity he will rise above the necessity of an advertising school, as others have done, who are to-day holding high-classed positions at handsome salaries. But if the natural capacity is there, a school of advertising will greatly assist in equipping the prospective advertiser with the essential acquisitions of the business. Otherwise, it will not. Mr. P. T. Barnum said that you could not make a whistle out of a pig's tail, because the skin would not slip. Very truly yours,

DAVID D. LYNCH.

TRUE IN BOTH CASES.

Of two men asking for business the man with the best dress and the best address will get the most orders every time. This is just as true of printed things as it is of human beings.—*Current Advertising.*

APPRECIATED IN COLORADO.

Office of GOLDEN RULE,
E. K. PARK, Owner.

LOVELAND, Colorado, Oct. 11, 1900.

Editor of PRINTERS' INK:

The inclosed letter, I think, is more of a compliment to you than me.

Very truly, E. K. PARK.

Office of

MOSCA MILLING AND ELEVATOR CO.

Mosca, Colo., Oct. 9, 1900.

E. K. Park, Esq., Loveland, Col.:

FRIEND E. K.—You will no doubt be surprised to receive a letter from me. However, I only wish to ask a question. Kindly let me know where we can get PRINTERS' INK. We wish to do a little advertising and I knew that you were a subscriber for the paper and could tell me where it could be had. The manager is anxious to get something out of the ordinary, and I told him you were the best advertiser in Northern Colorado and that you got your ideas from PRINTERS' INK; that I would write you and we could send and get a copy. Hoping this finds you and yours enjoying good health, I am, with best wishes,

Yours very respectfully.

FRED MITCHELL.

ON ADWRITING.

STARKE, Fla., Oct. 13, 1900.

Editor of PRINTERS' INK:

I have had nine years of experience in the art of adwriting, and even now consider that I have only begun to learn the trade. The first thing to consider in writing an ad is to write some part of it that will catch the eye, then follow it by facts. If you are selling shoes at cost say so, and in as few words as possible. Don't waste too much time in describing the shoe. The people are looking for facts, they do not require a history of the shoe from the calf to the merchant. Catch their eye and then follow it with a brief description of the article and give the price if possible. A neat picture of the article you have for sale will not only draw attention to it but will give the public a better idea of it than words. Another kind of ad is the "funny ad," which according to my judgment is a flat failure. The funny advertiser is very much like the medicine advertiser who starts his ad in a startling way that fools the reader into starting to read it but finally causes him to stop in disgust. A. G. POWELL.

A GLOVE AD.

NEW YORK, Oct. 15, 1900.

Editor of PRINTERS' INK:

I noticed to-day in a trolley car, the "ad" of Fownes, the glove house: "It's a Fownes. That's all you need to know about a glove," and on the card was written in lead pencil (by some "ad" critic no doubt):

"P. S. The life of a glove is known by the wearing of it." The addition to this "ad" did not seem out of place.

Yours truly,
S. L. SCHWARTZ.

COMPARATIVE ILLITERACY.

In the New England States, together with New York, New Jersey and Pennsylvania, the percentage of illiteracy in 1890 was only 2.30 per cent among native white males of ten years of age and over. In the Central Western States it was only 3.32 per cent and in the further Western division it was only 3.59 per cent. But these were the percentages of native white illiteracy in the eleven States of the old secession Confederacy:

Alabama, 17.09; Arkansas, 14.54; Florida, 10.11; Georgia, 15.13; Louisiana, 19.77; Mississippi, 11.11; North Carolina, 20.58; South Carolina, 17.14; Tennessee, 15.90; Virginia, 13.86; Texas, 7.98.

In these States there are about as many illiterate native white males as in all the rest of the Union. In Louisiana, with a population not much exceeding a million in 1890, there were more than three thousand more of these illiterates than in New York, with a population of about six millions. In North Carolina, with a population of only a little more than sixteen hundred thousand there were 44,055 more of these illiterates than in New York.—*New York Sun*.

AN OLD ADVERTISEMENT.

Here is an advertisement we came across in the *Standard* of August 13, 1857, which will sound very queer to people of this day. The advertisement was ornamented with a picture of a colored man running away.

SIX CENTS REWARD.—Ran away from the subscriber on Thursday, 6th of August inst., Oliver W. Ladue, aged 20 years, an indentured apprentice to the Cabinet Making business. Said Ladue is about 5 feet 6 inches high, with fair complexion, and dark hair. All persons are hereby forbid harboring or trusting him, under the penalty of the law. The above reward will be paid for his apprehension and return, but no charges paid. **CHARLES HEDGES.**

Fishkill Landing, Aug. 11, 1857.
—Fishkill (N. Y.) *Standard*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—*THE EVENING POST*.

I HAVE waste power and idle presses which can be secured cheap for long runs. Address J. A. WAYLAND, Girard, Kan.

DETAILS carrying want ads, send us rate cards and sample copies. **SAN JOAQUIN VALLEY DISTRIBUTING ASS'N**, Exeter, Cal.

FERNALD'S NEWSPAPER MEN'S EXCHANGE recommends competent reporters, editors & advertising men to publishers. 15 Cedar St., Springfield, Mass.

I WANT to do the advertising for some firm who expect results and are willing to pay for knowledge, experience and ability. Address "HUSTLER," care Printers' Ink.

MAGAZINE advertising manager and solicitor wants position with monthly of large circulation. Understands every dept. of magazine work. All references, Box 11, N. Y. Press Club.

ADVERTISEMENTS for the *EVENING POST*, Charleston, S. C.

WANTED—To sell at low figure a growing farm paper property worth double price asked. No better opening in the South for a hustler. **E. E. ADAMS**, Lebanon, Tenn.

PUBLISHERS who accept merchandise in payment of advertising can dispose of same for cash at highest market prices by addressing **H. M. RICH & CO.**, Auctioneers, 9 Franklin St., Boston.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy, pointed, practical kind, and are profitable at the price. "**JACK THE JINGLER**," 10 Spruce St., N. Y.

DEPARTMENT store advertiser wanted at a salary of \$15 a week. Being large advertisers, it is an excellent chance for some advertiser who has not had an opportunity. **THE MEYER STORE**, Richmond.

ADWRITER would make change for position where good work will secure advancement. Can write the kind of ads that bring business. If you need a good man, let me hear from you. Address "**EXPERT**," care Printers' Ink.

ORDERS for 5 line advertisement: 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York.

WANTED—Thoroughly competent man to travel in Michigan as solicitor for general printing and blank-book work. Must be experienced and have practical knowledge of the business. **ROBT. SMITH PRINTING CO.**, Lansing, Michigan.

WANTED—Position in business or advertising department of daily newspaper or trade journal; have had seven years' experience in metropolitan newspaper office and am at present bus. mgr. daily town 25,000 pop.; age 28; university education; best refs. "**C. E. L.**," Printers' Ink.

PARTNER WANTED—Will sell whole or half interest in my monthly trade paper to right party. 10,000 circulation, big advertising patronage, paper making money and business growing constantly. I have other interests and partner would have entire management of business. Address "534," care Printers' Ink.

WANTED. A first-class advertiser. Must thoroughly understand newspaper and magazine advertising, booklet writing and type display. (Only experienced, quick workers need apply.) Send samples of work and state salary desired. **GOVE ADVERTISING AGENCY**, Providence, Rhode Island.

NO. 1 MAIL ORDER MAN WANTED. A medical concern of first magnitude wants a high-class man to take charge of its mail-order and correspondence department. This is wanted at once. A man who is experienced in handling big medical propositions by mail is preferred, for this concern is at the gates of an extensive newspaper campaign, and it will take a first-class man to handle the returns intelligently. This is a desirable opening for a very good man (none other is wanted). Applications are invited at once. Answer fully and state compensation expected. Secrecy of contents is assured to all applicants. Address "**S. E. J.**," care Chas. H. Fuller's Adv. Agency, 112 Dearborn St., Chicago.

WANTED—A responsible printer or an associate. I am starting a new paper in a most promising field; in fact, the field is so fertile that there are dozens of papers drawing big incomes from it already. To make a success with such competition something unusual must be done, and I have already made a grand sweep that gives my paper advantages over any paper in the field. It is a class paper and can reach a circulation as high as 50,000, but papers with only one-quarter to one half of that circulation are clearing from one to five thousand dollars clear profit each month. I must follow up quickly the advantages that I have, and I will give a responsible printer an opportunity of investing \$1,000 in the business, and the investment can be paid for in printing, and after the full amount has been paid in he will continue to print the paper, being paid in cash for the work, which will amount to at least a couple of hundred dollars a month, not counting the profits from the business. I have other cash work to the extent of about \$100 a month that I will throw his way. If you have the facilities, address in confidence for particulars, "**C. O. M.**," care Printers' Ink.

WANTED—Some one willing to get rich. I have the following formulas for sale: Perfume Powder, Ink Powder, Sheet Filing, Magic Transfer Fluid and Lightning Eradicator. These are the secrets that have made millionaires. Do you command advertising space? If so, send me \$1 for the five formulas or 25 cents for any one of them and turn your advertising space into gold. Address JOHN T. MASON, Hancock, Maryland.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

COIN CARDS.

\$3 per 1,000. Less for more; any printing. **THE STATIONERS' MFG. CO.**, Detroit, Mich.

PENS.

EACH Effsey Falcon Pen is tested before it is packed in the box. Gross \$1. Sample box 10c. **THE PAUL CO.**, Red Bank, N. J.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. **BURK MANUFACTURING CO.**, 614 Park Row Bldg., N.Y.

SPECIAL REPRESENTATIVE.

H. D. LA COSTE, 38 Park Row, New York, special representative for leading daily newspapers.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. **THE GEORGIA MARBLE FINISHING WORKS**, Canton, Ga.

NEWSPAPER METALS.

METAL FLUX makes linotype and stereotype metal run smooth and without blowholes; also saves metal. Send for free sample. **A.M. METAL FLUX CO.**, Detroit, Mich.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASSN.**, 595 Broadway, N.Y.

DAILY PAPER FOR SALE.

\$55,000 put into splendid daily in Pennsylvania will pay 13 per cent from the start. Increase rapidly and property enhance 50 per cent. "INVESTIGATION," Printers' Ink.

TO PUBLISHERS.

EXCITING serials always increase circulation of papers. Stories furnished publishers on plan of mutual profit. Correspondence desired. **EMERSON BENNETT**, 1337 Fairmount Ave., Phila.

ADVERTISING AGENTS.

WANT ADS—3 lines in 15 largest Sunday papers you name, \$5; 25 largest, \$7.50; 50 largest, \$14.45; 100 largest, \$28.50. Lists mailed. **HUNGERFORD & DARRELL AG'Y**, Balto., Md.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued Sept. 1, 1900. Price, five dollars. Sent free on receipt of price. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

MISCELLANEOUS.

COMPLETE election returns by wire will be furnished to newspapers throughout the country for bulletin and publication purposes. The charge for the service will be three dollars. Cash must be sent with order. Address **WM. C. HIRSCH**, P. O. Box 2241, New York.

TRADE PAPER FOR SALE.

\$200,000 INVESTED in one of the most prominent mechanical papers in the country will pay 15 per cent annually and double in value in five years. Address with reference, "SOLIDITY," care Printers' Ink.

SUPPLIES.

GAUGE PINS, 3 for 10c. **PRINTERS SUPPLY CO.**, Grand Island, Neb.

THIS paper is printed with ink manufactured by the **W. B. WILSON PRINTING INK CO.**, Ltd., 13 Spruce St., New York. Special prices to cash buyers.

MAILING MACHINES.

THE BEST a labeler, 79 pat., is only \$12. REV. **ALEX. DICK**, 43 Ferguson Ave., Buffalo, N. Y.

PRINTERS' INK uses Wallace & Co.'s Addressing Machine, 80 deer Machine, *The Cosmopolitan Magazine*, *The Delineator*, *The Ledger Monthly* and scores of the large publishers of the country. **WALLACE & CO.**, 10 Warren St., N. Y.

PREMIUMS.

A FOUNTAIN pen makes fine premium. Ours is the best. Particulars for a postal, **PERRY PEN CO.**, Box 32, Milton, Wis.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. **S. F. MYERS CO.**, 48-50-52 Maiden Lane, N. Y.

BUSINESS OPPORTUNITIES.

\$25,000 COST of gilt-edge Republican daily near New York, can be gotten out of present earnings in four years. Fine town. Leading paper. "OLD AGE," Printers' Ink.

REPUBLICAN daily in nice Pennsylvania city of 30,000. Profit per year \$7,000. Fine plant, including perfecting press and Mergenthaler. About \$25,000 necessary. Best of references required. **EMERSON F. HARTIS**, 150 Nassau, N. Y.

ADVERTISING NOVELTIES.

TRICYCLE delivery wagons, \$25. Write us today. **ROADSTER SHOPS**, Camden, N. J.

\$500 IN genuine Confederate money for only 25c. **CHAS. D. BARKER**, Atlanta, Ga.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser 4 lines will be inserted under this head once for one dollar.

PRIVATE MAILING CARDS. Better than postal cards, \$2 per M. Samples free. (Also Stamp Books, "Measuring Sticks" and Advertising Novelties.) **DIRECT ADV. CO.**, Northfield, Vt.

ADDRESSES.

RELIABLE country town addresses, 50c. per M. **R. J. F. MATTHEWS**, 505 Diversey, Chicago.

NAMES.

3,000,000 names, will sell or exchange for advertising space. Send stamp for list. **H. STR. Y.**, Plano, Ill.

CREATE business without expensive newspaper advertising. Use Carter's Classified Addresses. Only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to afflictions, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 daily by expert copyists. Prepared to furnish any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success.

FRANK R. CARTER, 12 EAST 42D ST., N. Y.

NEWSPAPER BARGAINS.

\$800 CASH, balance \$350 on easy terms, buys a Republican opportunity in Kentucky if bought quick. Inventories \$1,500.

\$3,500 buys good paying weekly in Delaware—on proper terms to right man.

\$3,500 buys one of best business located weeklies in New England. A snap.

\$3,500 buys a good weekly proposition in Indiana. Business and terms will please you.

\$2,500—about \$2,000 down—buys a good weekly proposition. \$2,000, with one-half down, buys another good one. Both in New Hampshire.

Dailies and weeklies in many different States. (In all properties that I handle the strictest investigation is solicited on the part of buyers who mean business.)

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

NEWSPAPER OWNERS

WILL consult with David—in strict confidence when they desire reliable circulation and advertising managers for any department in building business. C. F. DAVID, Abington, Mass.

ADVERTISING MEDIA

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

BACK-COVER quarter page, 30,000 circ., \$16.70 13 times, \$130. PATHFINDER, Pathfinder, D.C.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 4,500. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 9c. line. Close 24th.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,003 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

WINES.

THE government, in its efforts to establish a pure food law, analyzed 14 brands of champagne, foreign and domestic, and the Brotherhood Champagne was the one pronounced the best. Will send you testimony free or a case of the wine for \$12. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

FOR SALE.

FOR SALE—PRINTERS' INK, 1894 to 1899. Best offer takes. A. H. WALTON, Wyoming, O.

FOR SALE—7-column Washington hand press. Big bargain. Address THE STAR, Hancock, Maryland.

\$100 BUYS a complete bound file of PRINTERS' INK (32 volumes). Address "P. I. J.," care Printers' Ink, 10 Spruce St., N. Y.

DAILY newspaper in South Jersey town. About 10,000 population, only paper, monopoly of advertising. Owner has other business. Bargain. E. F. HARRIS, 150 Nassau St., N. Y.

FOR SALE—A leading 16-page Southern farm journal located in city of 100,000. Good business. No plant. Fine opening for good man. Excellent location. Will sell cheap or will lease. E. E. ADAMS, Lebanon, Tenn.

BARGAIN in old-established trade paper. Best of on y two of its class in the United States. A money maker for a hustler. Best of reasons for selling \$600 will handle it. Address H. C. BLACK, Sta. A, Kansas City, Mo.

FOR SALE—Bran new Babcock Optimus 4-roll-er, prints 25x38 sheet; used only on one short run, and soon after the purchaser died; also complete Democratic weekly newspaper. Address CHAS. R. KURTZ, Adm'r, Bellefonte, Pa.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING AGENTS

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 35 cents a line: six words to the line; pearl measure. display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, OCT. 24, 1900.

A GOOD ad is likely to be good in any position.

THE newest *PRINTERS' INK* baby is called *Advertising*, with the subtitle, "For the Mail Order Trade." It is published monthly by Arthur E. Swett, at the Omaha Building, Chicago, Ill., at one dollar a year.

THE United States Rubber Company has just begun to distribute among retail shoe dealers some excellent specimens of colored lithography. One of the best is the "Swinging Girl," a design in outlined cardboard about three feet high. Attached to the figure of a beautiful brunette, who is seated in a rustic swing, is an independent strip of cardboard. This can be nailed to wall or window sash, and a slight tip to the figure sets it in motion for several minutes. Across the figure of the girl are the words "American Rubbers," a pair of which grace the girl's feet. Another handsome piece is the Candee Rubber Company's advertisement, a close imitation of an oil painting in a gilt frame. This represents a little girl holding up an umbrella under a rain pipe that is pouring out its torrents, and the caption is the childish exclamation, "How it do rain!" Both efforts are from the designs of Mr. John P. Lyons, advertising manager of the United States Rubber Company.

GET your advertisements right before worrying about a choice of media. A poor ad is poor in any medium.

A FARMER in Dexterville, N. Y., advertised for a wife and received two hundred and eighty-six replies, finally selecting a buxom maiden of twenty-two. It is fair to assume that his only regret was that the law of the land allowed him to make but one selection.

THOMAS MEEHAN & SONS, nurserymen and landscape gardeners of Germantown, Philadelphia, issue what they claim is the finest descriptive catalogue of its kind that has ever seen the light. It is not illustrated in colors, as was the fashion in this line for so many years, and the fact that this does not appear to detract at all from its value suggests the query whether the large amount expended in coloring nurserymen catalogues has really been money wisely spent.

THE annual meeting of the National Agricultural Press League will be held in the Plankinton Hotel at Milwaukee, Wis., on Thursday, Nov. 1. The meeting will be called to order by President George B. Briggs in club room No. 486 promptly at 10 o'clock. Mayor Rose of Milwaukee will deliver an address of welcome. The programme, as arranged by the executive committee includes the following addresses:

"Keyed Advertising"—M. J. Lawrence, *Ohio Farmer*.

"Circulation"—Col. Frank P. Holland, *Texas Farm and Ranch*.

"Inflexible Rates"—T. E. Orr, *National Stockman and Farmer*.

"The American Advertising Agents' Association"—D. M. Lord, president Lord & Thomas.

"Acres of Diamonds"—Joseph A. Ford, *Farm and Fireside*.

"Advertising Agents; How to Get Business From Them"—W. E. Bolton, *Live Stock Inspector*.

"The Agency Which Divides Commissions"—P. V. Collins, *Northwestern Agriculturist*.

"Uniform Business Methods"—H. A. Heath, *Kansas Farmer*.

"The Up-to-Date Agricultural Paper"—General C. H. Howard, *Farm, Field and Fireside*.

"Specialized Agricultural Journalism"—D. W. Willson, *Elgin Dairy Report*.

IN PRINTERS' INK of October 3d appeared a letter telling how John Sokol, a retailer of Chicago, used premiums. A correspondent writes in reference to this:

Your article enabled Hefter & Wheyle (Chicago) to sell Sokol a \$700 order and a New York concern is promised a far bigger one in January. Both called with PRINTERS' INK in their hands.

THE FIFTH SUGAR BOWL.

Office of
"THE CHRISTIAN HERALD."
NEW YORK, October 16, 1900.

Editor of PRINTERS' INK:

Noticing your editorial paragraph in October 3d issue of PRINTERS' INK, I trust you will pardon our apparent egotism when I say that I think without doubt the Sugar Bowl you so generously offered will naturally come to this office.

The *Christian Herald* is unquestionably the best proposition to advertisers in the world, and this statement is attested by the results to the representative advertisers of the country who have used and are still using its columns.

The reasons are apparent, the circulation being obtained by liberal newspaper advertising in the very best mediums secures a class of enterprising and progressive readers in the best homes of the country, persons who are accustomed to reading advertisements and who have profited by so doing.

The price for advertisements is based on half a cent a line per thousand circulation, and as the circulation is continually on the increase it has actually cost considerably less.

The advertisements are so placed that they will readily catch the eye of the readers, and as the *Christian Herald* only inserts advertisements of a high grade, the readers have confidence, and this fact brings large returns.

Thanking you for the interest you have taken in the matter, and assuring you of our high appreciation of PRINTERS' INK, I am, yours very truly,

P. B. BROMFIELD.

PRINTERS' INK offers a sterling silver sugar bowl, suitably inscribed, to the weekly giving advertisers the best service in proportion to the price charged. The prize will be awarded after giving due consideration to every claim put forward. Every weekly that believes itself eligible in this connection is invited to set forth the facts in a letter to the editor of PRINTERS' INK. It is the present intention to print all such letters having the shadow of an excuse for their existence in the columns of PRINTERS' INK.

USAGE VS. LAW.

Office of
THE E. E. SUTHERLAND MED. CO.
PADUCAH, Ky., Oct. 12, 1900.

Editor of PRINTERS' INK:

Notwithstanding the Scriptural saying concerning "Neighbor going to law with neighbor," we have a little suit with the publisher of the local *News*. It is more of a friendly suit upon our part, to establish practically wherein comes the right of the advertiser to abrogate a yearly contract for advertising upon the payment of the difference between the yearly rate and the short time rate, which short time in this case is six months.

We have a vague understanding that the advertiser has such right, but the case involves a point entirely new to any local attorney, and is therefore all the more interesting. We desire to justify the position we have taken with the worthy publisher of the *News* and will feel obliged to you for any light on the subject.

Our contract reads, "A twenty-four inch electrotyped advertisement in the *Sunday Visitor*, *Weekly News* and Saturday's issue of the *Daily News*, one year for \$112.50," and the amount sued for is \$28.12, which is for the third quarter.

Can you cite us any decision upon a similar case, or give us any information relative thereto? Thanking you in advance for the favor of an interesting reply, we are,

Very truly yours,

THE E. E. SUTHERLAND MED. CO.
E. E. Sutherland, Pres.

Newspaper men are, as a rule, very liberal with advertisers in the construction of contracts. Few publishers care to carry an advertisement after the advertiser has ceased to be satisfied to pay for it as he agreed. To refuse to allow an advertiser to discontinue his announcement at his pleasure, if he will consent to pay the schedule rate for the shorter service, is a very uncommon thing in any newspaper office. After all, however, a contract is a contract, and if the newspaper man will not consent to vary from the agreement the advertiser, if he is responsible, will have to pay the last penny.—[Ed. PRINTERS' INK.]

It's a good thing to offer to refund money, provided the advertiser does so in a cheerful manner. If, however, in refunding, he leaves the impression that he is unwilling to do so, he would better not refund at all, since he will probably lose the trade of the customer anyhow.

PROTECTING THE READER.

The matter printed below is reproduced here because, although it is an excellent advertisement for the *Delineator*, it still possesses a certain general interest of its own. The present tendency to protect the reader is not only a good thing for the reader but also for the honest advertiser.

CHICAGO, Ill., Oct. 12, 1900.

Editor of PRINTERS' INK:

Here is a news item that may be of interest to you. If you make use of it, however, it is upon consideration that my name is not divulged, as I am employed by a large cloak and suit house here and would not like to have my name used.

The Butterick Publishing Co. in New York, publishers of *The Delineator*, are refusing to accept cloak and suit advertising, and have shut out all cloak and suit advertisements from *The Delineator*. It is believed that the advertisements of ladies' dresses which they have been carrying has injured the pattern business of The Butterick Company. Many of these cloak houses have been advertising in *The Delineator* for a number of years, and naturally feel aggrieved at being shut out in this manner.

A number of the houses in this city have banded together and engaged competent counsel to put the facts before the Postoffice Department. They have interested Representative William Lorimer, of the Second Congressional District of this State, and also Representative George E. Foss, of the Seventh Congressional District. The advertisers state that this action on the part of The Butterick Company shows clearly that *The Delineator* is nothing more than a catalogue of Butterick patterns, and is consequently not entitled to transmission through the mails as second-class matter. You will be able to verify the facts above stated by means of a quiet investigation. Very respectfully,

Asked if he had declined the cloak and suit business of the West and had refused to accept any more, John Adams Thayer, advertising manager of the *Delineator*, said:

"It is true that we have turned down whole stacks of advertising—not only for cloaks and suits but many other lines. We have good reasons for so doing. Here is a book filled with rejected ads and the reasons for rejecting them. Any ad that you find in this book, or any ad that has been recently declined by us, was turned down for the sole reason that we are trying to protect our readers. We

have gradually weeded out from the *Delineator* all questionable advertisements, and in doing so we have had to go a step farther and reject some that were undoubtedly honest, but, in the interest of our readers, we determined to leave out all medical ads, and, for the same reason, we declined the advertisements of some reputable cloak and suit houses because there were so many advertisers in the business that we knew were not reputable, but we could not make fish of one and flesh of the other, so turned down all in that line."

"Have you heard, Mr. Thayer, of any organized movement among Chicago or Western houses to try and have the *Delineator* excluded from the mails on the ground that you had refused the advertising of competitors to the Butterick Co.?"

"I have not and I don't believe it. We are simply exercising the prerogative of every publisher in accepting only such advertising as will not, in our opinion, impose upon our readers. We have no other motive than this, but we are determined to keep our pages clear of every objectionable line of advertising. We feel we are right in doing so and whatever other motive disappointed advertisers may impute to us, we shall not desist in our efforts."

Mr. Balmer who was present spoke on the subject as follows:

"There has been a great deal of business in the cloak and suit line offered to me in Chicago, but Mr. Thayer and myself feel the same on this subject. Nine years ago when we were together on the *Ladies' Home Journal* we pursued nearly the same policy. We weeded out every ad we thought to be too strong in its promises, or, in other words, 'claimed too much.' We are doing the same now with the *Delineator*. I remember one ad being handed to me lately in Chicago. It offered a chevrot, suit, silk lined, and tailor made for \$5.00. Anybody who understands the business knows that a suit cannot be tailor made at the price, without speaking of the material at all. I, however, asked for one of the suits and sent it

to three different people in that line of business, and asked for their unbiased opinion of it, taking care to remove the manufacturer's name first.

"Well, it was *not* cheviot, it was *not* silk lined and it was *not* tailor made! Now, why should I accept an advertisement for the *Delineator* when I know that it is not a true statement? Why should I allow our readers to be imposed upon when I can prevent it? It was the discovery that so many of these cloak, cape and suit ads were not founded on facts, that decided us to exclude them all."

Mr. Thayer: "There is no law to compel a man or a concern to do that which would be inimical to his business. Let me give you another of our reasons for excluding this line of advertising. Most of the large dry goods stores throughout the country are agents for the *Delineator*, which is sold on their counters, and for which subscriptions are there taken. Perhaps a house like Wanamaker's or Siegel-Cooper's would not mind the fact that the papers they sold contained ads of the identical articles (in name) that they were selling, at a much less price, but the dry goods merchant in a small town would mind it, for it would hurt his sales and, incidentally, hurt us. You see we are, in a sense, bound to protect our agents the dry goods people, and while we know that, as a general rule, they are scrupulously honest, we know, on the other hand that the majority of these advertisers of cheap costumes are not. Therefore in excluding these lines of advertising we are not only protecting our readers but the reputable merchants also."

At this juncture the PRINTERS' INK representative had a practical experience of how the *Delineator's* advertising is managed. An attendant came in with word that a gentleman wanted to see Mr. Thayer and, after telling his name, the gentleman was permitted to enter. As he did so Mr. Thayer passed the reporter a letter which had been sent to the man the day before. It acknowledged the receipt, in Mr. Thayer's ab-

sence, of \$9.50 for a five line ad for the Christmas number of the *Delineator*. The ad was an offer to send "A package of silk remnants for 25c." Mr. Thayer's letter demanded to know the proper name and address of the advertiser, his references, and to see a sample of the goods that were to be sent in exchange for the quarter. The man who came in response gave the first particulars but had not brought the samples. He was sent back for them and told that he was too late for the Christmas number, but, if the house were satisfied that it was an honest offer, the ad could go in in January.

"We have to turn down the small ads as well as the large ones," said Mr. Thayer. "But I would sooner turn down a doubtful \$5,000 ad than one of our readers suffer the loss of a nickel by its publication. And, now, when it comes to turning an ad down, what is the publisher's privilege in the matter? Here is an advertisement that I sent to the *Ladies' Home Journal* and the *Youth's Companion* lately. Both of the papers rejected it on no other ground than that they 'did not think it would be to their best interests to accept it.'

"There was never a less objectionable ad written. It contains but a plain statement of fact, but it is rejected for no valid reason at all. Could we be justified on that account in shouting for the exclusion of either of those periodicals from the mails? Bosh!

"A year ago we were running many columns of mail orders, medical and other advertisements. These are now carried by cheaper publications. From the first issue published after my connection here I have been eliminating column after column of the cheaper forms of advertising. And what is the result? Simply that the better advertisers of the country are realizing that the *Delineator* is a clean, select but strong medium for them to use."

THE merchant who constantly advertises never has time to become an expert chess player.—*Advertiser*.

NOTES.

THE Davenport (Ia.) *Times* issues a booklet containing testimonials of good results obtained from its want advertisements.

SEVEN automobiles are touring the country advertising Dr. Pierce's remedies. They are handsome vehicles weighing 1,760 lbs. each and are propelled by gasoline engines.

BENZIGER BROS., publishers of *Benziger's Magazine*, New York, publish a letter from Frank A. Smith, manufacturer and dealer in novelties, Chicago, stating he received 938 letters from an advertisement in one issue.

THE Yankee Clothing Company, an enterprising clothing house with headquarters at 97 Summer street, Boston, have automobiles stationed in waiting at the North and South Stations to take customers to the store free of charge. This latest dodge is likely to prove profitable.

THE postoffice department has modified its order denying the "endless chain" schemes the privileges of the mails. When the persons issuing the coupons agree to redeem unsold coupons and to give credit for those lost or destroyed the plan is held to be legal.—*National Advertiser*, Oct. 10.

WASHINGTON, Oct. 8.—A treasury warrant for 1 cent was certified to last Friday by Auditor Castle, of the postoffice department. It forms the yearly stipend of Frank H. Lynch for carrying the mails from Mineral Point to Dodgeville, Ia., daily. He was afraid some one would underbid him, and as he wanted to carry the mails on account of the advertisement it would give his stage route, he offered to do the work for 1 cent a year.—*Moline (Ill.) Dispatch*, Oct. 8, 1900.

THE Walter M. Lowney Company, makers of the widely advertised Lowney Chocolates, are shipping large quantities of their goods to the Orient for the use of Uncle Sam's soldiers in the Philippines. Observing persons in the streets of Boston a few days ago might have seen six truck loads of "Lowney's Chocolates" on their way to Manila. On the sides of the six were large banners, bearing the legend: "Six loads of Lowney's Chocolates for our soldiers in the Philippines—total weight, 42,000 pounds."

THE "Twopenny Tube," as the new underground railroad in London is called, is proving a great success, which seems to be largely due to a press agent employed by the road. An American electrical engineer, now in London, writes to the *Electrical Review*: "The great success of the Central London is just waking things up. The line has an advertising agent that is a corker. He succeeds in getting an article into each of the daily papers every day, and besides this he has an editorial about once a week; then he has a topical song in each music hall every night. The consequence is that the 'Twopenny Tube'

is the talk of the town and its receipts are beyond expectation."

PERSONS in certain occupations foster the fallacy that it detracts from their dignity to invite custom by newspaper advertisements. Yet a New York lawyer recently said that many members of the bar in that city who do not advertise have their agents about the courts and prisons to solicit patronage; and there are dentists who employ "pullers-in," doctors who maintain carriages which they do not need in order to pretend to be busy, and the like. Whether advertising is dignified depends on its character. A frank newspaper announcement is more honorable and more becoming to professional men than many other methods of getting business which are frequently employed.—*Philadelphia Bulletin*.

SAYS the *Shoe and Leather Gazette* in a recent issue: The seemingly simple and every-day things of life may be worked into a display that will catch the eyes of every one. A man will often stop to look at an object that reminds him of his boyhood when the most elaborate window would perhaps fail to catch his eye. Not so long ago a shoe dealer put in his windows a lot of little school slates, the kind with red binding around the frame. Many passers-by of the class who usually hurry past everything stopped and looked in at the window. The show was of school shoes and a large window card stated that one slate would be given with every pair of shoes sold. The slates were set up alongside of the shoes and prices were chalked on the same. Many a pair of shoes were sold on account of these little slates.

THERE is an old advertising man, one of the best, a delightful old fellow, who thought, early in the summer, that he saw himself the lordly master of a gorgeous outing home in New Hampshire. It seems a chap happened along and convinced him that by the payment of ten dollars down, he could nail the title to a magnificent location for a summer cottage. "Right on the edge of a beautiful lake and not far from the home of Secretary Hay and other notables." The good old advertising man drew off a score of plats for the house he meant to build, tried to sell lots to all his friends, and pestered the spare moments of all his acquaintances. He was finally urged to take a run up to the Granite State and investigate his marvelous enterprise. He did. The "lot" was located at the top of a mountain, up whose steep and almost insurmountable sides the old fellow had to be conducted by an experienced trapper. The game was an old one, but it caught one of the most expert advertising men in Boston just as readily as it might the veriest seedling.—*New York Journalist*, Sept. 29, 1900.

THE "ADVISOR'S" VIEW.

THE only mail order mediums that are of value to advertisers are the best magazines, weeklies and Sunday editions of leading dailies.—*Advisor*.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*P'salm cxvi., II.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

San Francisco (Cal.) *Overland Monthly* (1).—It is a magazine of California and the Pacific West. Its special field is the territory west of the Rocky Mountains, the islands, and the countries bordering on the Pacific. It goes into thousands of homes where an Eastern magazine is never seen. No advertiser who wishes to cover properly this populous territory can afford to omit the *Overland Monthly* from his list.

COLORADO.

Denver (Colo.) *Illustrated Weekly* (1).—Sworn circulation 25,000 copies weekly, all paid. The great mail order weekly. We spend thousands of dollars ourselves in advertising.

Denver (Col.) *Rocky Mountain News* (1).—Has a greater circulation in Colorado than any other two Colorado papers combined; a greater circulation in Wyoming than any Wyoming paper; in New Mexico than any New Mexican paper; in Arizona than any Arizona paper; in Western Kansas and Nebraska than any Kansas or Nebraska paper; in Northern Texas than any Texas paper. By no other possible means can you cover the great Central West as quickly, as thoroughly, as cheaply, as by the use of the *Rocky Mountain News*.

CONNECTICUT.

Ansonia (Conn.) *Evening Sentinel* (1).—Prints and circulates 4,500 copies per day in a community of 27,000 people—practically a paper for each home.

Danielson (Conn.) *Windham Co. Transcript* (1).—Has the distinction of being one of the best country newspapers in New England, and its character and circulation make it a very valuable advertising medium.

New Haven (Conn.) *Palladium* (1).—Is the oldest and most influential Republican newspaper in Connecticut, which gives a Republican majority of more than 50,000. It is distinctively a family journal and delivered each day to more homes than any other New Haven newspaper. The *Palladium* recently purchased the *Morning News*, which greatly increased its circulation and gives it undoubted command of the morning field.

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

DELAWARE.

Wilmington (Del.) *Every Evening* (1).—The average daily sworn circulation of *Every Evening* for the six months ending June 30th was 9,389. This exceeds the daily circulation of any other two daily newspapers in Wilmington combined.

Wilmington (Del.) *Evening Press* (1).—Reaches a constituency of about 11,000 Germans between Philadelphia, Reading and Baltimore. Only daily German paper in Delaware. Nineteen years old. Holds the esteem and trust of its readers. Is up to date in every respect, and brings steady trade to all its advertisers. A note will bring a rate card.

GEORGIA.

Atlanta (Ga.) *Wesleyan Christian Advocate* (1).—Visits 15,000 families every week. Official organ of the M. E. Church, South. Brings results rates low, pays advertisers. The Methodists have read this paper for sixty-four years.

Barnesville (Ga.) *Georgia Farmer* (1).—Guarantees to advertisers average circulation of 5,000 copies per issue, distributed principally in Middle and Southern Georgia. An excellent opportunity is thus offered advertisers who want to reach the best people of this territory.

Forsyth (Ga.) *Chronicle* (1).—Larger circulation than any newspaper published in Monroe County. Advertising rates (per insertion) five cents per line, \$3 per column. The *Chronicle* goes into the best white homes in the county.

Rome (Ga.) *Tribune* (1).—The only morning newspaper published in North Georgia. Published daily and weekly in the very richest section of Georgia, intermediately located between two principal and progressive cities—namely, Atlanta and Chattanooga. We claim for the *Tribune* that it is one of the most effective and best paying advertising mediums.

Savannah (Ga.) *Press* (2).—Has more than double the circulation of any paper delivered in Savannah, guaranteed, as well as covering this entire section of the State.

ILLINOIS.

Chicago (Ill.) *Boyce's Monthly* (1).—We buy nothing but first-class letters and we carefully select our names, throwing out the duplicates. Nearly every copy of *Boyce's Monthly* goes in a single wrapper into the hands of some one who is in the habit of transacting business through the mail.

Chicago (Ill.) *Campbell's Illustrat-*

ed Journal (1).—A high-class illustrated family magazine, and is the greatest advertising medium in the West and Middle West.

Chicago (Ill.) *Drovers Journal* (1).—Has a guaranteed circulation of 38,000 copies every day. It reaches all the progressive farmers and stock raisers in the Central and Western States—men who buy the best and have the money to pay with. If you are looking for results you will get them through the *Daily Drovers Journal*.

Chicago (Ill.) *Farm, Field and Fireside* (1).—Guarantees the largest circulation of any Chicago weekly. Returns from hundreds of leading advertisers prove its value.

Chicago (Ill.) *Home Folks* (1).—Is an exceedingly interesting literary journal devoted to subjects especially pleasing to women and girls. It is a successful mail order advertising medium with a guaranteed circulation which increases every day.

INDIANA.

Evansville (Ind.) *Courier* (1).—Has made great gain in circulation and in reputation; it is known as the best daily and weekly paper in Southern Indiana and Western Kentucky. Our readers and our advertisers all unite in words of praise for the *Courier*, our readers for its reliable news, and our advertisers for results it brings them.

Indianapolis (Ind.) *Agricultural Epitomist* (1).—Has always given its readers experience at first hand. To carry out this plan still more extensively hereafter, plain, complete and detailed statements of practical experiments made on a 650-acre experiment farm will be recorded from month to month in the *Agricultural Epitomist*. The only agricultural paper edited and printed on a farm. Advertisers wishing to reach the prosperous, progressive, up-to-date and buying class of farmers can do so through the columns of the *Agricultural Epitomist*. A contract will be accepted for the term of one year at our present rate of \$1 per agate line per insertion, with the privilege of discontinuing at any time without extra charge. Circulation, 200,000 or more copies each issue.

Indianapolis (Ind.) *American Farmer* (1).—Jest listen! This ole reliable *American Farmer* is gittin out 25,000 copies every month. The postmaster down here says he'll give us the dokyments to prove it, and we'll do it, b'gosh, if it takes the hair off. Just recollect this fact, and get us onto your lists, and count this paper at 250,000, and we will give you a rate that'll bring business. When we come to your berg we'll set up the fiz water and ginger cakes.

Indianapolis (Ind.) *Farmers' Guide* (1).—The most popular farm paper in the State—the only agricultural publication in Indiana which proves its circulation. We give advertisers results.

Muncie (Ind.) *Morning Star* (1).—Circulation guaranteed to exceed 9,000 daily.

Winamac (Ind.) *Republican* (1).—Its fearless attitude in publishing the

news and pointed editorial opinions without any attempt at sensationalism makes a demand for it in nearly every home in Pulaski County. Guaranteed circulation 3,200. Subscription books open for inspection of advertisers.

IOWA.

Clarinda (Iowa) *Journal* (1).—Is now in its seventh year; is a regular six-column quarto, with local news, family reading, and Republican politics; is all home print; it averages regularly over 2,000 copies per week, most of which go to Page County homes; official county and city paper; it is the best Page County advertising medium, on account of the extent and choice character of its circulation, the excellence of its reading matter contents and its neat typography. Has a larger regular bona fide circulation in Page County, Iowa, than any other paper.

Creston (Ia.) *Advertiser* (1).—Only Democratic paper in Union County and in eighth congressional district.

Des Moines (Iowa) *News* (1).—Guarantees a larger paid circulation than all the other Des Moines dailies combined; larger in quantity and higher in quality.

Dubuque (Iowa) *Telegraph* (1).—City circulation equals that of all other Dubuque daily papers combined. General circulation daily exceeds that of any paper published in Iowa.

Fort Madison (Ia.) *Gem City* (1).—Fort Madison's best daily. Oldest evening paper in Fort Madison. Circulation in more Fort Madison homes than any other paper. The *Weekly Gem City* is a great family paper. Reaches more farmers' homes in Lee County than any other paper. Also circulates largely in adjoining counties.

Keokuk (Ia.) *Constitution-Democrat* (1).—For fifty-three years the *Constitution-Democrat* has been the home paper of Keokuk and vicinity. The *Daily Constitution-Democrat* has nearly double the circulation of any other Keokuk daily newspaper, both in and out of the city. The *Weekly Constitution-Democrat* has the largest circulation of any weekly newspaper published in Keokuk, Lee County or tributary territory.

Ottumwa (Iowa) *Semi-Weekly Courier* (1).—Has a paid circulation of 6,000 copies each issue. This circulation is among a class of business men in small towns and farmers who are paying in advance for their paper, and can pay for any articles advertised in it. The *Daily Courier* is now enjoying a guaranteed circulation of 3,500 copies each issue, the largest in its history.

Sigourney (Iowa) *Keokuk Co. News* (1).—Has the largest sworn circulation of any country weekly in the State of Iowa. It is an 8, 10 and 12-page paper, all home print, filled almost exclusively with news of Keokuk County. The official paper of Keokuk County. Forty years of continuous publication.

Sioux City (Iowa) *Tribune* (1).—Iowa is one of the best States. Sioux City one of the best cities in the State, and the *Sioux City Tribune* is the best paper in that city for advertising. It has no pressroom secrets, and gives advertisers a dollar's

worth of advertising for a dollar. The rates are liberal.

KANSAS.

Topeka (Kan.) *Mail and Breeze* (3).—Has recently been elected the official State paper of Kansas because of the fact that it has double the circulation of any other newspaper in the State. It has just installed a fast web-perfecting press, has its own Mergenthaler typesetting machinery, is published in its own building, and employs over twenty-five men in the publication of a weekly paper. The *Mail and Breeze* eliminates all possible discussion regarding its actual circulation by inserting in all contracts a clause providing that no advertiser shall be required to pay for any advertising until the circulation claimed has been proven. In each issue we publish in the most conspicuous place in the paper the guaranteed number of copies printed and sold. Taking circulation into consideration, we believe our advertising rate is the lowest made by any Western newspaper.

Wichita (Kans.) *Eagle* (1).—Kansas has one hundred million bushels of wheat. Oklahoma has thirty million bushels of wheat. All eyes are turned on prosperous Kansas and Oklahoma. Wichita with her 25,000 population is the central city of this immense State, and a larger circulation in Oklahoma than all the other dailies combined.

KENTUCKY.

Louisville (Ky.) *Home and Farm* (1).—Brings you in touch with the most intelligent and progressive farmers throughout the South and Southwest. The largest agricultural circulation of any publication south of the Ohio River. This is a great field and the opportunities are great for the wise advertiser.

Louisville (Ky.) *Illustrated Kentuckian* (1).—Is the only "society" paper of this State and reaches 10,000 of the best homes every month. No other medium can give so good a service—rates considered. The *Illustrated Kentuckian* is read by progressive and intelligent people.

MAINE.

Bangor (Me.) *News* (2).—8,285 per issue is the actual average circulation of the *Daily News* during the last five months. It is now the circulation of two morning papers combined, the Bangor *Daily Whig and Courier* and the Bangor *Daily News*, under the name of the Bangor *Daily News*, circulating amongst a population of 337,000 in eight counties out of sixteen in the State. Compare the *News* circulation with that of any other daily in Maine. We are reaching this section more than any other daily printed.

Bath (Me.) *Times* (2).—A glance at the *Times* (daily) and the *Independent* (weekly) will show that we are carrying more local advertising than any other papers of same circulation in Maine. Our ship-yards are busy making Government war vessels, barges, lighters, etc., which give employment to nearly two thousand mechanics. Business is brisk here. There is money in circulation and we believe that Bath would be a good point to advertise in. During the past two years the circula-

tion of the *Times* has increased more than fifty per cent.

Biddeford (Me.) *Journal* (1).—Oldest established and largest circulation in the twin cities, Biddeford and Saco.

MARYLAND.

Baltimore (Md.) *American* (1).—The total number of lines of paid advertising in the *American* in 1899 was 4,824,540. The *American* carries half of all the paid advertising placed in the four English papers of Baltimore. Further comment is unnecessary. Where others place their patronage, you may follow.

MASSACHUSETTS.

Boston (Mass.) *Boston Cooking School Magazine* (2).—Circulation is 16,000, and rapidly increasing. Our readers are especially interested in the subject of which we treat and read our, their favorite, periodical from cover to cover. Whatever is advertised in its columns is sure to attract their interested attention. Many of the largest and shrewdest advertisers in the country have used our columns and report most excellent returns.

Boston (Mass.) *Globe* (1).—Has by far the largest circulation in New England. Its advertising rates, circulation considered, are the lowest in the United States.

Boston (Mass.) *Herald* (1).—Advertisers in the Boston *Herald* reach the best constituency in New England. The July circulation of the Boston *Herald* averaged 171,986. The July circulation of the Boston *Sunday Herald* averaged 168,458.

Boston (Mass.) *Modern Priscilla* (2).—Guaranteed circulation 60,000 copies monthly, not counting the extra sample copy editions sent out before Christmas.

Boston (Mass.) *New England Farmer* (1).—Advertisers testify that it gives good results. It is the only distinctively agricultural paper in the New England States. One of the representative papers of the country. You're missing good trade of it isn't on your list.

Boston (Mass.) *Zion's Herald* (1).—Expansion is the law of increasing business. To hold what customers you have and to obtain more is the great problem. To interest the Methodists of New England in you and your business use *Zion's Herald*, the official representative for New England of the Methodist Episcopal Church. Among the 18,000 families which it visits each week you should find many customers. Rates and samples on request.

Brockton (Mass.) *Times* (1).—Every evening except Sunday. Has the largest paid circulation of any two-cent evening newspaper in Massachusetts published outside of Boston.

Lawrence (Mass.) *American* (1).—Is the oldest and most influential Republican newspaper in Lawrence. It is distinctively a family journal and delivered each day to more homes than any other Lawrence newspaper. It covers Lawrence, Andover, North Andover and Methuen, which have a population of 80,000.

Springfield (Mass.) *Farm and Home* (1).—More than 300,000 families, prosperous, well-to-do people, who constitute the backbone of the country, regularly read *Farm and Home*. Has a larger paid subscription list than any other agricultural publication in the world. It goes to nearly 48,000 post-offices. It is the one paper advertisers cannot afford to miss.

MICHIGAN.

Battle Creek (Mich.) *Dog Fancier* (2).—Very much less than one per cent of the population can be classed as dog fanciers, and not more than five per cent of the sportsmen of America are particularly interested in dogs. Based on that fact is our claim that to reach the dog men of the country an advertisement in the *Dog Fancier*, with a paid-in-advance subscription list of 3,500, is as good as the same advertisement would be in a general sporting paper with a circulation of 70,000. The *Dog Fancier* is a monthly kennel publication, which was established in 1891, and has had a steady, healthy growth from the first issue. During its existence several others have come and gone. It covers the entire United States and Canada, and is read by a class who have money and who are liberal in its use. If he's got a dog you are pretty sure to reach him through the *Dog Fancier*.

Bay City (Mich.) *Tribune* (1).—Largest circulation in Northern Michigan.

Coldwater (Mich.) *Courier and Republican* (1).—Conceded by all newspaper directories to have the largest circulation of any paper published in Branch County.

Detroit (Mich.) *Michigan Farmer* (1).—Is the only agricultural or live stock paper published in the State, and the only one thousands of farmers see. Sworn statement made July 1st is furnished, showing circulation to be over 47,000, which is a large gain over a year ago. By circularizing and work done by paid solicitors at fairs, we figure on adding about 20,000 new subscribers before December 1st. There is not or will there be a subscriber on our list whose subscription is not paid in advance. No subscriber will pay for his paper in advance who does not have confidence in the merits of the paper. It is also evidence of sufficient money to buy what is wanted.

Owosso (Mich.) *American* (1).—Wonderful results obtained by advertising in the *Daily American*. Only penny paper in Central Michigan. We do not claim to be the whole thing, but our daily had a guaranteed circulation for the past six months of 1,485. The *Shiawassee American* is the oldest weekly in the county or this section of the State.

Pontiac (Mich.) *Gazette* (2).—Is one of the oldest, best and largest circulated county seat papers in Michigan. Its circulation exceeds 3,200 every issue, which is considerably more by postoffice weight than all other papers published in this city combined.

MINNESOTA.

Minneapolis (Minn.) *Farm, Stock*

and *Home* (1).—Is the only Northwestern agricultural paper that refuses the advertising of mining investment schemes, fraudulent cream separators, so-called stock foods and other undesirable advertising. The result is that it is the best paying medium. Circulation over 50,000 and rapidly growing.

Minneapolis (Minn.) *Farmers' Tribune* (1).—Is published Tuesdays and Fridays. The whole week's news boiled down for busy people, with many special features. The best newspaper offer in America, per year in advance, \$1. Here's a new medium through which you can speak to thousands of the most prosperous farmers in the Northwest. Give it a trial.

Minneapolis (Minn.) *Housekeeper* (1).—Facts which distinguish the *Housekeeper*: 1. Readers and advertisers have known it for 23 years. It is the oldest of the "domestic" periodicals. 2. Its subscription list is permanent. Readers subscribe and pay for it because they want it. Its growth is steady. 3. It furnishes a regular audience to advertisers. Its readers have confidence in it; therefore, in its advertisers. 4. Its average circulation during the last eight months has been 152,050 copies. September issue, 155,000. Succeeding issues will be larger. 5. Although the strength of its circulation is in the West, it covers every State and Territory in the United States and Canada. 6. Its advertising rates are lower than those of any other publication of equal standing.

Minneapolis (Minn.) *Northwestern Agriculturist* (2).—Guarantees a far larger circulation than any other farm paper in the West has ever claimed. Our guarantee is backed with a legal bond, releasing you from all payment on your advertising contract if we fail to prove at least 53,000 circulation for every issue; our average exceeds 56,000, but we have over 53,000 actual paying subscribers. We cover Minnesota, Wisconsin, Northern Illinois, Iowa, Nebraska and the two Dakotas—the richest agricultural region in the world, and we are "a neck ahead of all competition."

Minneapolis (Minn.) *Svenska Amerikanska Posten* (1).—The circulation is principally throughout the Northwestern States, and on August 1, 1900, had reached 45,000 copies. This indicates a reading constituency of nearly 225,000 per issue. Largest and best Scandinavian newspaper in America.

Minneapolis (Minn.) *Times* (1).—Is the greatest morning daily in Minnesota's greatest city. Prints more paid classified advertisements than all the other Minneapolis dailies combined. It is a result producer.

St. Paul (Minn.) *Globe* (1).—Invites any one and every one interested to make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and the disposition made of the same. No "appointment" is required—rather "surprise" the *Globe* by dropping in at any time during business hours upon the circulation manager and

asking him to "show up" as to circulation lists and recoras; and any morning, about 3 o'clock, walk into the press-room, introduce yourself to the mailing clerk, tell him your business, and within three hours you can know by actual observation what will be that day's circulation of the *Globe*.

MISSOURI.

Kansas City (Mo.) *Packer* (1).—Now in its tenth year, has steadily forged to the front, until to-day it stands the recognized leader of the produce trade press. Its fearless editorial policy, combined with the fact that "no advertisement is accepted until satisfactory references are given," has welded its thousands of readers to it by the bonds of confidence. Accurate market reports sustained by able correspondents have made it a necessity to every well informed shipper. "Where'er you go, you find the *Packer*." Circulation 13,269.

Kansas City (Mo.) *Poultry Culture* (1).—Is recognized as the leading poultry and pet stock journal of the Missouri valley. Its subscribers are the progressive and prosperous poultry and pet stock raisers in every hamlet and township in Missouri, Kansas and Oklahoma. Hundreds of testimonials to show that *Poultry Culture* readers rely on its advertisers and patronize them liberally. A trial will convince. Let us serve you, it will pay.

Kansas City (Mo.) *Times* (1).—It's the Kansas City *Times* now! The leading daily and Sunday newspaper of the West. Enjoying a most marvelous and phenomenal growth in circulation and influence. Once an advertiser in the Kansas City *Times* means a permanent patron. All we ask is a fair test.

Kansas City (Mo.) *Weekly Star* (1).—Whether printed inside or outside of Kansas City's commercial territory, there is no other publication which gives mail order advertisers anything like the returns given by the *Star*. The circulation is guaranteed to consist of over 160,000 one-year paid-in-advance subscribers.

St. Joseph (Mo.) *Herald* (1).—Clean, honest journalism is exemplified in this paper. It possesses a peculiar hold on the homes of its section that gives it an importance to advertisers hard to over-estimate.

St. Louis (Mo.) *Midland Farmer* (1).—It pulls well. That's the universal testimony of good advertisers who regularly use the *Midland Farmer* and the beauty of it is, that it doesn't cost a great deal. Circulation, 30,000.

NEBRASKA.

Lincoln (Neb.) *Deutsch Amerikanischer Farmer und der Hausfreund* (1).

—In States where the land is rich, where the farms are of good size and the farmers prosperous, there the circulation of the *German American Farmer* is the largest. You can tell at a glance the farm owned by Germans—by the appearance of the fields by the condition of the horses and other live stock, by the size of the barns and the care of the machinery. Let us send you a map showing where our

100,000 subscribers are settled, and please bear in mind that every subscription is paid—the largest paid circulation of any agricultural weekly in the world.

Lincoln (Neb.) *Western Swine Breeder* (1).—Western stock raisers are the best buyers of what you have to sell. They have money to burn this year. You have goods to sell. To reach them place an ad in the *Western Swine Breeder*. It circulates among the very elite of stock men and farmers. Circulation 7,000.

Omaha (Neb.) *Bee* (1).—For more than twenty years the *Bee* has maintained its rank as the most widely circulated newspaper published in this section of the West. For fifteen years it has published sworn exhibits of circulation every day in the year for each day of the preceding month, subject at all times to verification by its books and records. Unlike other papers whose circulation statements never show a decline, the *Bee* has always publicly acknowledged the effect of business decline just as it does the effect of general prosperity on its subscription lists.

South Omaha (Neb.) *Drovers' Journal-Stockman* (2).—Is a paper which is the result of the combination of the old *Drovers' Journal* and the *Daily Stockman*. It is the only live stock paper in South Omaha. Our circulation now averages over 15,000 daily.

NEW JERSEY.

Asbury Park (N. J.) *Press* (1).—Guaranteed circulation exceeds 2,500 copies every day the year 'round, and is on the up grade. Advertising rates on application.

NEW YORK.

Albany (N. Y.) *Evening Journal* (1).—Is the great one-cent Republican daily of Eastern New York, and is the only Republican daily published in the Republican city and county of Albany. It is, therefore, the best advertising medium in that vast territory.

Albany (N. Y.) *Times-Union* (1).—Covers the Empire State thoroughly within a radius of fifty miles on every side out from Albany. It has a clientele which cannot be reached through any other medium. It is a favorite home newspaper.

Elmira (N. Y.) *Telegram* (1).—Has the largest circulation of any Sunday paper in the State of New York outside of the Boroughs of Greater New York. Bright, entertaining, ably and artistically illustrated, high toned, reliable, and unlike many papers of its class, has full Associated Press dispatches up to the hour of its last editions going to press.

Kingston (N. Y.) *Freeman* (1).—Circulation is double the combined circulation of all the other dailies in the county.

Mount Vernon (N. Y.) *Argus* (1).—The circulation of the *Daily Argus* is guaranteed to be more than double that of any other newspaper published in Mount Vernon. Average daily circulation for year ending June 30, 1900, 1,872.

New York (N. Y.) *American Printer* (1).—To be a successful advertiser

you must be familiar with good printing. The *American Printer* is a model for printers the world over. It is handsomely printed on fine paper, and illustrated with artistic engravings of beautiful photographs and inserts in colors. Twenty cents per copy; \$2 per year.

New York (N. Y.) *American Wine Press* (1).—Is the only paper now published that is devoted exclusively to the wine and mineral water interests of the United States.

New York (N. Y.) *Catholic News* (1).—Upsets all old-fogy theories—it is a religious paper that pays. Perhaps our guaranteed circulation of 100,000 has something to do with it—or the low rate of 25c. a line may be entitled to the most credit. Anyway, the *Catholic News* pays the advertiser.

New York (N. Y.) *Christian Advocate* (1).—Is an ably conducted denominational newspaper of highest standing. Is read by the thoughtful, cultured and progressive membership of the church at home and abroad. Enjoys the patronage of the best advertising firms in the country. Weekly circulation exceeds 40,000 copies.

New York (N. Y.) *Home Magazine* (1).—We want every advertiser, advertising agent and advertising manager to send for a copy of the current issue of the *Home Magazine* of New York. When you get it look it over; it's pretty certain you'll read it. Circulation, 75,000 guaranteed. Advertising rates \$80 per page.

New York (N. Y.) *Irish World* (2).—Is one of the best advertising mediums in America; it goes straight to the homes of the masses, the consumers and the purchasers, and brings quicker and better results than any other weekly paper in the country.

New York (N. Y.) *Ladies' World* (1).—Upon detailed statements regularly furnished, has arisen from an average of 389,333 in 1895 to 461,750 in 1899. This paper shows a very clean record as to circulation statements, and their accuracy is believed to be unquestioned on any side.—PRINTERS' INK, August 1, 1900. This is not a boom circulation nor one having a forced growth. Fall and early winter circulation will average fully half a million copies per issue.

New York (N. Y.) *Literary Digest* (1).—A sworn statement of the circulation each week for the six months ending July 1, 1899, shows total issues 1,518,000, weekly average 58,385. This accounts for the uniformly surprising results obtained by users of advertising space in this periodical at the rate charged. It never disappoints a customer.

New York (N. Y.) *Modern Priscilla* (1).—Studied by women who do fancy work. Supplies the very best instructions and latest designs for every branch of artistic needlework, and offers helpful suggestions and advice to women who are furnishing homes.

New York (N. Y.) *Scribner's Magazine* (1).—Advertisers will appreciate the value of being represented in a magazine which is recognized as be-

ing the leading high-grade magazine in every department. For advertising rates address the publisher or any reliable advertising agent.

New York (N. Y.) *Smart Set* (1).—Is now in its sixth number, and is an established success. We have a theory that more people desire to be amused than desire to be "instructed." Our aim to amuse; and the enormous success, many times beyond our most sanguine expectations, with which the *Smart Set* has met confirms us in this theory. The outlook is that before the first of January we shall have reached an issue of a quarter of a million, and shall have fully one million readers. That they are of the better class will be apparent since the price is twenty-five cents and the character of the literature appeals to the most cultivated of our people.

New York (N. Y.) *Times* (1).—In the month of September, 1900, published 18,053 agate lines of book publishers' advertising, a gain of 8,846 agate lines over the corresponding period of last year, and a greater volume of this class of advertising than that of any other New York newspaper, morning or evening.

New York (N. Y.) *World* (1).—More than 200,000 copies of the *World* sold in Greater New York every morning.

Rochester (N. Y.) *Herald* (1).—Is the only morning Democratic daily in all this populous, prosperous territory, from New York City to Buffalo. It goes into every county in the State—to more than 400 postoffices, and reaches daily more than 80,000 readers.

Rome (N. Y.) *Sentinel* (3).—The average issue of the *Sentinel* during the three months ended October 1, 1900, was 8,185, of which 3,166 was the average of the daily and 5,019 the average of the semi-weekly edition. The figures are made public in order that advertisers may know exactly what they get for their money. The *Sentinel* has a standing reward of \$500 to any one who will show its circulation statements to be inflated.

Saratoga Springs (N. Y.) *Saratogian* (2).—Is practically the only paper in Saratoga County, and its circulation daily is greater than all the other daily and weekly papers in the county together. The circulation of our weekly exceeds our daily circulation three times and practically goes to every home in the county. To reach, therefore, the people in this county it will be necessary to do so through the columns of our paper.

Schenectady (N. Y.) *Union* (1).—Reasons why the *Union* is the best advertising medium in Schenectady: It is an evening paper. It has the confidence of its patrons. It is the largest Schenectady newspaper. It is read by more people than any other Schenectady newspaper. It has the largest home and general circulation of any paper in the county and it is constantly growing. It is the only Republican paper in a county whose Republican plurality is constantly increasing. Therefore, the majority of the people read the *Union*.

Syracuse (N. Y.) *Post-Standard* (1).—Daily and Sunday is only morning daily in Syracuse. Leading morning newspaper of Central and Northern New York.

NORTH CAROLINA.

Charlotte (N. C.) *Observer* (1).—In a radius of a hundred miles of Charlotte are situated more than two-thirds of the cotton mills of the State. The mill owners, the superintendents and operatives depend solely on the *Daily Observer* for the news. The paper is delivered to them by breakfast time every day and Sunday. The semi-weekly *Observer*, published Tuesdays and Fridays, well covers the farming section adjacent to Charlotte. It was the first paper published in North Carolina twice a week at \$1 per year. It is a handsomely printed eight page paper. The growth in circulation has been phenomenal.

Raleigh (N. C.) *Progressive Farmer* (1).—The most largely circulated and the biggest, brightest and best farm weekly published between Washington and New Orleans. Covers that great farming and trucking section between Richmond, Va., and Savannah, Ga. Circulation steadily increasing.

OHIO.

Akron (Ohio) *Beacon Journal* (1).—Mr. Advertiser: Do you realize that 95 per cent of general advertisers are in the "gold brick" buying business? That from 95 per cent of the papers they patronize they buy space on the basis of a certain amount of circulation to be furnished, and really get only a per cent (and sometimes a decidedly small one) of what they have bargained and paid for? If you require 16 ounces for a pound, why accept anything less than the actual newspaper circulation that has been promised in order to secure your business? If you do otherwise are you acting with ordinary business prudence?

Cincinnati (Ohio) *Christian Standard* (1).—40,000 circulation. Second largest, strictly denominational, religious weekly in the world.

Cincinnati (Ohio) *Lookout* (1).—27,000 circulation. Christian Endeavor organ of Christian Church.

Cleveland (Ohio) *American* (2).—A four-page non-partisan Bohemian daily, which has a larger circulation than any Bohemian paper outside of Chicago, which city ranks first in Bohemian population, Cleveland ranking next with between 40,000 and 50,000 people. Our paper is the cheapest and the only one-cent Bohemian paper in this country.

Cleveland (Ohio) *L. A. W. Magazine* (1).—If you make guns, pistols, cartridges, hunting clothes, canoes football goods, gymnasium apparatus, or anything for outdoor and indoor sport or exercise, tell your story in an interesting manner to the members of the League of American Wheelmen, through its official organ, the *L. A. W. Magazine*. It reaches thousands of well-to-do men, who enjoy life and buy anything that will help them enjoy it more comfortably.

Cleveland (Ohio) *Ohio Farmer* (1).—We make the bold claim that the

Ohio Farmer is giving legitimate advertisers more actual value in proportion to cost than any other agricultural, horticultural or daily journal of America. The class of advertisers who have means of knowing whether a medium pays them or not are the ones who most liberally and constantly use the *Ohio Farmer*.

Dayton (Ohio) *Journal* (1).—Is recognized everywhere as the leading newspaper of the handsomest city of the West, and is always included in the list of indispensables by shrewd, wideawake advertisers who insist upon results. The *Journal* possesses in a marked degree the two important elements of publicity—namely, influence and circulation. That is circulation that counts, and which means the number of papers paid for, and not merely the number printed.

Dayton (Ohio) *News* (1).—The sworn circulation of the *Daily News* for the month of August, 1900, averaged 16,265 daily. This is guaranteed to be more circulation than that of all the other daily papers in Dayton combined.

Hamilton (Ohio) *Republican-News* (1).—The daily *Republican-News* guaranteed circulation 5,000; the *Telegraph* guaranteed circulation 4,000.

London (Ohio) *Madison Co. Democrat* (1).—Established in 1857 by present editor. Proved circulation greater than the combined circulation of all other newspapers printed in London.

Mansfield (Ohio) *News* (1).—1,392,062 copies of the paper delivered to regular subscribers and sold on the streets during 1899.

Springfield (Ohio) *Farm and Fireside* (1).—Enjoys the highest respect and confidence of its subscribers, numbering 310,000, the latter representing the well-to-do agricultural classes. If you desire to influence the consumer in favor of your product, you can do so more effectively, quicker and cheaper by using the advertising columns of the *Farm and Fireside*.

Springfield (Ohio) *Farm News* (1).—Is a paper for the farmer, his family, his help; for the stockman, the agriculturist of every kind. Is a paper with push that pulls. Guaranteed minimum circulation 100,000.

Springfield (Ohio) *Press-Republic* (1).—Is the result of a consouation of the Springfield, Ohio, *Daily Press* and *Republic-Times*. The combination effected September 8, 1900, is one of the strongest possible, in that it joined Springfield's oldest and most influential daily with one of the newer and most progressive and one with the largest circulation. The *Press-Republic* circulation representing the combined circulation, less all duplication of subscription, exceeds 8,000 daily and makes the paper in its new form rank with Ohio's papers of largest circulation.

Troy (Ohio) *Buckeye* (1).—Largest circulation in Miami County.

Youngstown (Ohio) *Indicator* (1).—Leading paper between Pittsburgh and Buffalo. Occupies one of the nearest newspaper plants in Ohio. A strong and influential local paper.

OKLAHOMA.

Guthrie (Okla.) *Daily Leader* (1).—Is the official organ of Oklahoma Democracy and the official State paper. It uses typesetting machines and improved presses. It carries 19 columns of telegraph daily. The *Leader* goes to every town in Oklahoma, and is aggressive and influential.

Oklahoma City (Okla.) *Home Forum* (1).—Only agricultural paper devoted to the interests of the farmers and the material resources of Oklahoma and Indian Territory. The largest circulation of any publication in the great Southwest.

Woodward (Okla.) *Live Stock Inspector* (1).—It reaches the ranchmen and stock growers of the Southwest. There is no better paper anywhere. Circulation exceeds 11,000.

OREGON.

Salem (Ore.) *Journal* (1).—Our actual bona fide circulation for the past six months has been daily 2,812. Weekly circulation, 1,927. Some will be interested to know why our circulation is not larger, and for the information of such we will say that in the past five years we have changed from the credit system to the cash in advance system. Notwithstanding this necessary sacrifice of many good subscribers, our daily edition is now larger than before the change. The weekly circulation has not been maintained for a good and sufficient reason, viz.: During this time we have reduced the daily subscription price from \$6 to \$3 per year, and consequently the daily had superseded the weekly in many homes.

PENNSYLVANIA.

Allentown (Pa.) *Leader* (1).—Largest guaranteed circulation in the Lehigh Valley. Paid average circulation, 4,076. Spoils, unsold and returned papers, exchanges, advertisers' papers and papers used by employees excluded.

Altoona (Pa.) *Evening Gazette* (1).—Largest circulation in Central Pennsylvania.

Chester (Pa.) *Times* (2).—Has a guaranteed circulation of over 7,500 copies, which is four times that of any other published in Chester.

Hatboro (Pa.) *Public Spirit* (1).—Population of Montgomery County 123,280. Population of Bucks County 70,615. Most of the circulation of the *Public Spirit* is to subscribers in Montgomery and Bucks Counties. Packs of papers are sent each week to eighty-three postoffices.

Lebanon (Pa.) *News* (1).—The daily is the authorized paper for all legal and official advertising. The oldest and largest in the county. The semi-weekly leads all others in circulation and is the best medium for reaching the farmers of the Lebanon Valley.

Philadelphia (Pa.) *Home Visitor* (1).—Guaranteed paid subscriptions 343,000. A magazine for the home circle, read by people who depend upon mail orders for their wants, as they reach a class who live remote from cities and each number is read closely by every member of the family. It is a recognized saying that "If you put it in the *Home Visitor*, it pays."

Philadelphia (Pa.) *Monthly Cyclopaedia of Practical Medicine and Universal Medical Journal* (1).—Is represented by experienced solicitors constantly traveling in the United States and Canada. It has the largest and most distinguished corps of editors of any medical journal in the world.

Philadelphia (Pa.) *New Ideas* (1).—We will guarantee a monthly circulation of not less than 150,000 copies but in all probability 200,000 copies will be printed monthly to accommodate certain well laid plans of our circulation department.

Philadelphia (Pa.) *Rural Farmer* (1).—Is devoted to the agriculturist, horticulturist, stock breeder, dairyman and poultryman. It offers the lowest rate for circulation, and reaches a most desirable and prosperous class of farmers, whose patronage brings advertisers good results. Sworn weekly subscription circulation over 33,000.

Philadelphia (Pa.) *Times* (1).—Philadelphia's bright, progressive morning paper for business office, factory and home. A recognized force in shaping public opinion. An advertising medium that brings prompt and profitable returns. The *Times* is published every day in the year.

Reading (Pa.) *Eagle* (1).—The population of Reading in the last decade has increased 34.61 per cent, and is now nearly 80,000. The circulation of the *Eagle* in the same time increased 17.72 per cent, and now has a sworn average of 15,120 copies a day for the first eight months of 1900.

Scranton (Pa.) *Scrantonian* (1).—Advertisers who wish to reach the homes of Lackawanna County, Pa., can cover that field thoroughly by using the *Scrantonian*. It guarantees a net paid circulation of over 12,000 copies each issue—more than the combined paid circulation of all other Sunday papers in that territory, including New York, Philadelphia and Elmira papers. It goes to the homes of ninety per cent of the English-speaking people of Lackawanna County. Press of local advertising, which was not solicited, compelled its enlargement. There is no better test of the "pulling" qualities of a newspaper than its local patronage. It pays advertisers.

Scranton (Pa.) *Tribune* (1).—The leading paper of Northwestern Pennsylvania. Its circulation covers five counties; 10,500.

Shamokin (Pa.) *Herald* (1).—Has the largest circulation of any paper in Northumberland County.

Shenandoah (Pa.) *News* (1).—Shenandoah has a population of 20,000, with a surrounding population within three miles of 15,000 more. The *Daily* and *Sunday News* cover this field, and cover it well. There is room in the columns of these journals for advertising, and it will be sold at reasonable rates in large or small quantities.

Tamaqua (Pa.) *Recorder* (1).—Has more than double the circulation of any other newspaper in Eastern Schuylkill County.

Uniontown (Pa.) *News-Standard* (1).

—Daily—The leading daily paper in the greatest coke county in the world. *Weekly*—The largest circulation of any paper ever published in Fayette County.

Williamsport (Pa.) *Grit* (1).—It is absolutely impossible to thoroughly cover Interior Pennsylvania with newspaper advertising without space in that greatest of all family weeklies, *Pennsylvania Grit*. Sworn average circulation for 1899 over 96,000.

York (Pa.) *Press* (1).—To advertisers: You will reach and speak to 10,000 intelligent readers scattered over York and throughout York County. They read the *York Press* because it gives the news. Home advertisers advertise in the *York Press* because it brings them profitable returns. Prospective advertisers will find it to their interest to submit a proposition. Rates reasonable for a good medium, and furnished on application.

SOUTH CAROLINA.

Charleston (S. C.) *Evening Post* (1).—To reach the people of Charleston, S. C., you must advertise in the *Evening Post*.

Columbia (S. C.) *State* (1).—The American Newspaper Directory accords the *State* a larger circulation than any other South Carolina daily. Published at Columbia, the capital of the State and the center of the great cotton manufacturing industry in the South. The *State* occupies a commanding position. Distributed over the eleven railway lines radiating from Columbia and reaching more than one hundred towns before noon every day in the year, it is "the morning paper" for three-fourths the entire State. With one matrix or one electro advertisers may cover the State, the whole State, with nothing but the *State*.

SOUTH DAKOTA.

Sioux Falls (S. D.) *Successful Farmer* (2).—Has a circulation of 9,000, which is larger than that of any other paper published in the Dakotas.

TENNESSEE.

Memphis (Tenn.) *Tribune* (1).—Gives better service for the money than any other journal in Memphis. Advertising rates on application.

Nashville (Tenn.) *Baptist and Reflector* (1).—This paper is the organ for the 140,000 white Baptists who live in Tennessee. It is the only Baptist paper in the State. Its circulation overflows into the eight bordering States. Advertising rates are cheaper in proportion to circulation than any paper of its character in the South. Sample copy and advertising rates sent upon application.

TEXAS.

Dallas (Tex.) *Christian Courier* (1).—Forcible advertising depends upon the medium. If it's a select one results may be depended upon. Ours is select. Our field is the Great Southwest. We are rapidly covering this field, too. The *Christian Courier* represents a constituency of more than 50,000. Advertising rates are right.

Dallas (Tex.) *Farm and Ranch* (1).

—In Texas, Louisiana, Oklahoma, Indian Territory, Arkansas, Kansas and Missouri, there are 50,000 farm and ranch owners who make money and spend money, and who read *Farm and Ranch*. These 50,000 people are mighty good customers and you can talk business to them all only through *Farm and Ranch*.

San Angelo (Tex.) *Standard* (1).—Is easily the favorite with the well-to-do people of this section, who are noted for their liberality—the best is none too good for them, and they enjoy the luxuries as well as the necessities of life. The taxable values rendered in a few counties in the *Standard's* immediate territory aggregate about \$15,000,000 and its circulation extends among the wealthy class of the stockmen over Texas and many States of the Union, as well as financiers, property owners, capitalists who have interests in this section.

San Antonio (Tex.) *Light* (1).—The *Light*, daily, Sunday and weekly, is the best advertising medium in Southern Texas. Member Associated Press and Texas Afternoon Press Association.

San Antonio (Tex.) *Texas Stockman and Farmer* (1).—Reaches in Texas and the Great Southwest more well-to-do farmers and stockmen than any paper of its class published. Circulation 13,500. There is no medium in the Southwest with a higher standing. It is the only paper of its class published in the largest city and recognized center of the live stock and farm industry of the State of Texas. Let us send you rates.

VIRGINIA.

Bedford City (Va.) *Bedford Bulletin* (1).—Goes into more Bedford County homes than all the Lynchburg, Roanoke and other Bedford papers combined. Official advertising medium for Bedford County in national bankruptcy proceedings.

Portsmouth (Va.) *Star* (1).—Only paper published in the city, which has population of 25,000. County seat of the richest county in the State. Has within its corporate limits the largest navy yard owned by the Government of the United States.

WASHINGTON.

Seattle (Wash.) *Post-Intelligencer* (1).—Guaranteed largest paid circulation in Washington, Alaska and British Columbia.

WEST VIRGINIA.

Wheeling (W. Va.) *Intelligencer* (1).—Retains the first place in the affection, esteem and discriminating judgment of the homes, and beside the firesides in West Virginia. Its effectiveness as an advertising medium is unsurpassed, because its circulation embraces the most desirable part of the reading public, and it reaches the purchasers, those who have money wherewith to buy and freely exercise their privilege.

WISCONSIN.

Fort Atkinson (Wis.) *Hoard's Dairymen* (1).—The readers of *Hoard's Dairymen* are the most intelligent and progressive farmers, the leaders in thought and action.

Hoard's Dairyman is admittedly the one authority on all questions affecting the daily farmer, his cows, crops, buildings and tools. Can any advertiser afford to miss the 30,000 farmers who read *Hoard's Dairyman*? Send for a specimen copy, and judge for yourself by its reading matter and the character of the advertising it carries exactly what class of farmers read it.

Milwaukee (Wis.) *Acker und Gartenbau Zeitung* (1).—Only four agricultural weeklies in the United States with a proven circulation of 60,000. We are one—and one of the best. You can't afford to miss us.

Milwaukee (Wis.) *Journal* (1).—While the total circulation of the *Journal* is larger than is the combined circulation of the two other English evening dailies of Milwaukee, the advertising rates of the *Journal* are only a trifle over fifty per cent. of their combined rate—more circulation for practically half the cost. The circulation of the *Journal* has been investigated and certified to by Messrs. Stuart & Young, expert accountants of Chicago, as being more than guaranteed by the *Journal* Co. (20,000 paid). One of the conditions of the Newspaper Combination of Milwaukee, formed to fight the *Journal*, is that no one of them will allow the circulation of I.S. paper to be investigated. This fact was recently sworn to in court under oath by one of Milwaukee's leading merchants. The *Journal's* circulation statements are always sworn to.

Oshkosh (Wis.) *Northwestern* (1).—Edited by Hon. John Hicks, LL.D., late U. S. Minister to Peru, author of "The Man from Oshkosh." Largest circulation. Full Associated Press membership.

Racine (Wis.) *Journal* (1).—Reaches all classes. It is a strictly high-grade newspaper. You can spend money in Racine without using the *Journal*, but you can't reach the people, or enough of them, without the *Journal*. You may get lower rates, but the service you get is so much lower that the *Journal* is cheap in comparison.

ONTARIO (CAN.).

London (Ont.) *Advertiser* (1).—Canada has only two cities—Montreal and Toronto—with daily papers with larger circulations than the *Advertiser*. London is the capital of Western Ontario, and the district surrounding the city is one of the most prosperous, being thoroughly populated by a thrifty class of farmers who read the daily papers. The *Advertiser* is a journal of nearly forty years' existence, and is known as the "Old Home Paper." The *Advertiser* has the largest circulation, both in London and outside. It supports this statement with an affidavit each month of the actual circulation. An original copy of the twelve months' sworn circulation sent to any person desiring a copy. When you advertise in Canada ask for rates and testimonials.

London (Ont.) *News* (1).—The richest field in Canada is Western Ontario, where prosperity abounds.

The largest city in this field is London, with a population of over 40,000, and possessing many splendid factories. The newspaper in the field with the largest sworn circulation (8,400 copies daily) is the *London Daily News*. It carries the cream of the home and foreign advertising, and reaches the homes of the best people in the district.

Mattawa (Ont.) *Tribune* (2).—Has only a circulation of 500, but it has at least 2,000 readers. It goes over a great extent of territory, too, having subscribers from the Atlantic to the Pacific; from Skagway, Alaska, to Bermuda, and from the Abitibi Lakes to New York City. Advertisers who have used our columns are generally satisfied with their investment.

Toronto (Ont.) *Evening Telegram* (1).—The assessment commissioner reports 36,000 private houses occurred in Toronto. The *Telegram* goes into 25,000 of these homes every night. It is a welcome guest, received with the prestige of a 25-year-old acquaintance. You can reach seventy per cent of Toronto's 200,000 people through the *Telegram* advertising columns. That may explain to you its strong position as the advertising medium of the Queen City, a strength you will realize when you try its columns for results.

Toronto (Ont.) *Monetary Times* (1).—Is the journal which stands highest in the estimation of the commercial community of Canada, and that has readers in every city, town and village throughout the Dominion.

Toronto (Ont.) *World* (1).—Has a daily average of over 35,000 copies, a number greater than any other morning paper in Canada. A circulation which, if the names are examined and the newsdealers interviewed, shows that the paper goes into the hands of more business men and more homes than any other morning paper in Canada. The *Toronto Sunday World*, a high-class five-cent newspaper, has now a circulation exceeding eleven thousand. The proof of this is open to any one on application to us. We believe the *Sunday World* to be unexcelled as a medium for advertisers.

QUEBEC (CAN.).

Montreal (P. Q.) *Le Journal* (1).—Covers a field which is entirely its own—it is the only French morning daily newspaper in Montreal and the largest publication of its kind in Canada. It reaches the educated well-to-do classes, and its great influence gives it strong auxiliary effect on behalf of the advertiser.

Sherbrooke (Que., Can.) *Daily Record* (1).—The circulation of the *Sherbrooke Daily Record* has now passed 3,400. This is the only daily paper in the Eastern Townships, and has no competitor nearer than one hundred miles. It is also the only paper in the province of Quebec, outside the city of Montreal, which insists on cash in advance for subscriptions, while all papers sold to boys are paid for in advance. No returns are allowed from boys or agents. This means a live subscription list, and every paper read thoroughly.

ADVERTISING CENTER.

The Temple Court Building, New York, represents the greatest advertising center in the United States, in fact there is no other building in the world that has so many tenants allied to advertising interests. Here is a list, which is not padded in any way by including the names of numerous publications represented by some of the special agents:

W. D. Boyce Company, advertising office.

Henry Burlew, special agent.

The C. E. Ellis Co., advertising office.

Draper Advertising Co., agency.

Fashions Publishing Company.

Charles H. Fuller's Advertising Agency.

Wm. H. Gannett, advertising office.

W. N. Gates, advertising agent.

M. M. Gillam, advertising expert.

J. Frank Hackstaff Company, agency.

J. F. Hill Publishing Co., advertising office.

Home Needlework Magazine.

Household, advertising office.

H. P. Hubbard, agency.

Wheatley Co., advertising writers.

Katz Advertising Agency, special agency.

Home Magazine, advertising office.

F. H. Lancaster, Pub. *Newspaper Maker*.

Lane's List, advertising office.

Lion Advertising and Publishing Co.

Massachusetts Ploughman, advertising office.

F. E. Morrison, special agent.

Nassau Advertising Company.

National Recorder, advertising office.

Nichols Monthly, advertising office.

Nichols & Holliday, special agency.

Pentacostal Herald.

Geo. H. Powell, advertising expert.

Publishers' Commercial Union.

J. H. Richards, special agent.

A. Frank Richardson, special agent.

W. C. Richardson, special agent.

San Francisco Chronicle.

The Sawyer Publishing Company, advertising office.

Vickery & Hill Pub. Co., advertising office.

A. W. Waldron, special agent.

Yates & Kimball, special agency.

Home Visitor, advertising office.

Louis Klebahn, special agent.—*Our Silent Partner*.

NOVELTIES.

The use of novelties in advertising is a thing which should only come after a house has attained success and wealth. Before that, it is too expensive to warrant practice. Novelties are an evidence of the fact that a firm is flourishing—especially if they are of some value. They are not designed so much to gain new trade as to establish firmer relations with the old. There is no question as to their doing this.—*Advisor*.

IN DAILIES.

There are some things which cannot be advertised in other mediums, but there is nothing which cannot be advertised in dailies.—*Advisor*.

HOW THEY LOOK AT IT.

It is foolish to assume that huge billboards covered with staring signs or inartistic pictures are really of any value as advertisements. They speedily become a feature of the landscape so familiar as to pass unnoticed by the wayfarer. Two minutes after seeing one of the things he would not know whether Jones' Rye Whisky or Potts' Painless Dentistry was advertised thereon. All he would know would be that he had seen a big, ugly advertisement of something or other. The chances that he would ever patronize the firm guilty of this method of advertising are so small as to be incalculable by known mathematical process. The objection to bill posting is that it is ugly, wasteful and useless; that it defaces the landscape and offends people's sense of the fitness of things without giving any adequate return to the world for the pain inflicted. When one is riding along a lovely country road it is not agreeable to see a yellow board stuck up in a meadow, bearing in large letters the name of somebody's toothpowder, together with a lithograph three feet high of a grinning man's face. Such a sight causes the beholder to wish ardently for the destruction of the manufacturer, not the consumption of the tooth powder. It makes people of an artistic temperament wish that the tooth powder factory might be sunk in the deep sea, and the manufacturer given over to the sharks who, having more than one row of teeth apiece, are fit subjects for his missionary zeal.—*Washington (D. C.) Evening Times*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 1 line initial letter. Must be handed in one week in advance.

CONNECTICUT.

(COSTS a little more to advertise in THE DAY, New London, but you get three times as much. If any old thing is good enough, don't use THE DAY.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. 150,000 at 50 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

MAINE.

FIFTY FIVE years old—1899 biggest advertising year yet—record of THE COURIER GAZETTE, Rockland, Me., twice-a-week. We want your ad if we haven't it already. No other paper can put it before so many readers in our corner of Maine.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 3,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

122 LEFT.

I am cleaning house, and have about 122 books of June, 1899, edition of the American Newspaper Directory on hand that I wish to dispose of.

Send me 30 cents to pay the expressage and I will send you a copy. Address

PETER DOUGAN,

10 SPRUCE ST., NEW YORK.

TO Merchants and Jobbers.

How do you reach your retail trade—by traveling salesmen or by mailed circulars?

If the latter way, it will be to your advantage to do business with me.

I am the manager of Printers' Ink Press—if familiar with that paper you know how I display advertisements.

I also design, write, illustrate and print trade circulars, folders, booklets, catalogues, etc. My work is high class but my charges are not high.

You might be interested in my business men's postal scheme.

WM. JOHNSTON

Manager Printers' Ink Press,

10 SPRUCE STREET, NEW YORK.

For
Service
Rendered
And
Price
Paid

THE CHRISTIAN WITNESS,

BOSTON,

Stands alongside
The best.
Send for
Sample copy
And Rates.

The Northwest Is A Great Country.

The Northwest

MAGAZINE COVERS IT.

Here is our territory:

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory The Northwest Magazine has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write



ST. PAUL, MINN.

CANADIAN GENERAL OFFICES.
McIntire Block, Winnipeg, Manitoba.
CHICAGO, 638 Fine Arts Building.

THE EVENING ADVERTISEMENTS.

OF JERSEY

Goes into over 13,000 families
over 80 per cent of the English

and model advertisements, ideas for window
for bettering this department.

a short, pithy sentence or a happy
phrase that is just the right thing to
put up at the top.

Average daily
circulation in
1899

14,486

Do You See
Average daily circulation for three months
ending March 31, 1900

15,140

RURAL LIFE

Issued monthly, a magazine for the farmer and his family (successor to THE WESTERN PLOWMAN), the only magazine of its kind published, will make its appearance June 1 1900. Every department will be edited by a specialist, and there will be something of interest for everybody to read. RURAL LIFE will carry out all advertising contracts for THE WESTERN PLOWMAN, and has absorbed the thirty-six thousand subscription list which belonged to that popular farm journal. You cannot cover the Western field thoroughly without using the columns of RURAL LIFE.

SEND FOR
ADVERTISING RATES.

225 DEARBORN ST., CHICAGO.
25 QUINCY ST.,

"GARDEN AND FARM in its present make-up and arrangement is most excellent and I know of no farm or garden paper that has been so much improved of late. I wish you success and prosperity."—Chas. E. Farnell, Floral Park, N. Y.

GARDEN AND FARM CHICAGO.

Reaches every issue 60,000 homes throughout America, where it is prized, carefully read and followed as indicated by above unsolicited indorsement. Every day subscribers and advertisers who enjoy the new and improved publication and are profiting by using its columns write in similar way.

A WORD TO ADVERTISERS:

You can't afford to omit GARDEN AND FARM from your mail order, agricultural and household lists this fall. At the reduced rates no paper offers better value. Consult your agent.

THE AMERICAN FARMER CO., Publishers,
1113-1114 Manhattan Building, Chicago, Illinois.

About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date appeared September 1st. This is the third quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

CLASS PAPERS.

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PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

122 LEFT.

I am cleaning house, and have about 122 books of June, 1899, edition of the American Newspaper Directory on hand that I wish to dispose of.

Send me 30 cents to pay the expressage and I will send you a copy. Address

PETER DOUGAN,

10 SPRUCE ST., NEW YORK.

TO Merchants and Jobbers.

How do you reach your retail trade—by traveling salesmen or by mailed circulars?

If the latter way, it will be to your advantage to do business with me.

I am the manager of **Printers' Ink Press**—if familiar with that paper you know how I display advertisements.

I also design, write, illustrate and print trade circulars, folders, booklets, catalogues, etc. My work is high class but my charges are not high.

You might be interested in my business men's postal scheme.

WM. JOHNSTON

Manager **Printers' Ink Press**,

10 SPRUCE STREET, NEW YORK.

For
Service
Rendered
And
Price
Paid

THE CHRISTIAN WITNESS,

BOSTON,

Stands alongside
The best.
Send for
Sample copy
And Rates.

The Northwest is A Great Country.

The Northwest MAGAZINE COVERS IT.

Here is our territory:

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory **The Northwest Magazine** has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write



ST. PAUL, MINN.

CANADIAN GENERAL OFFICES,
McIntire Block, Winnipeg, Manitoba.
CHICAGO, 638 Fine Arts Building.

PRINTED

THE EVENING OF JERSEY

Goes into over 13,000 families
over 80 per cent of the English

Average daily
circulation in
1899

14,486

Average daily circula-
tion for three months
ending March 31, 1900

15,140

RURAL LIFE

Issued monthly, a magazine for the farmer and his family (successor to THE WESTERN PLOWMAN), the only magazine of its kind published, will make its appearance June 1, 1900. Every department will be edited by a specialist, and there will be something of interest for everybody to read. RURAL LIFE will carry out all advertising contracts for THE WESTERN PLOWMAN, and has absorbed the thirty-six thousand subscription list which belonged to that popular farm journal. You cannot cover the Western field thoroughly without using the columns of RURAL LIFE.

SEND FOR
ADVERTISING RATES.

225 DEARBORN ST., } CHICAGO.
25 QUINCY ST., }

"GARDEN AND FARM in its present make up and arrangement is most excellent and I know of no farm or garden paper that has been so much improved of late. I wish you success and prosperity."—Chas. E. Farrell, Floral Park, N. Y.

GARDEN AND FARM CHICAGO.

Reaches every issue 60,000 homes throughout America, where it is prized, carefully read and followed as indicated by above unsolicited indorsement. Every day subscribers and advertisers who enjoy the new and improved publication and are profiting by using its columns write in similar way.

A WORD TO ADVERTISERS:

You can't afford to omit GARDEN AND FARM from your mail order, agricultural and household lists this fall. At the reduced rates no paper offers better value. Consult your agent.

THE AMERICAN FARMER CO., Publishers,

1113-1114 Manhattan Building,

Chicago, Illinois.

About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date appeared September 1st. This is the third quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

1 COURAGE

"Courage has always been admired, but sometimes people have admired physical courage more than they have admired moral courage. To my mind moral courage is as much above physical courage as man is above the brute. Physical courage is a trait that man shares with all animal creation. Moral courage is that characteristic which distinguishes the animal from man, made in the image of his Creator. It requires physical courage to stand before the bullets of an enemy, yet when fife and drum inspire, few have been known to retreat before the foe, but moral courage is often wanting where physical courage is present, and what this Nation needs more than the physical courage of its people is the moral courage of the citizen who would rather die right than live wrong."

The above remarks were taken from a political speech recently delivered, and although not directly intended for the ink men, it strikes them rather forcibly.

Never in the history of the ink business had a price list been strictly adhered to. I published mine in 1894, and created a commotion in the trade by my supposed ridiculously low prices, but I had the moral courage to adhere to them, and rich or poor, large or small were all on the same level, as I demanded cash with every order. My competitors' discounts ranged from 10 to 75 per cent, and were granted according to the estimation in which you were held by the head of the concern, or the shrewdness of your buying. The payment of the bill was manipulated in the same way. One ink house had the physical courage to mention my name in a malignant way but they lacked the moral courage to stand by their arguments and publish their prices. Hundreds of specimens have been issued by this concern, but none of them ever had a price printed thereon.

If I were anxious to start a credit business, I could increase my sales tenfold, but I am like the citizen who would rather die right than live wrong. Send for my price list, and if you favor me with an order, you can rest assured that your next door neighbor is not buying cheaper than you. If my goods are not found satisfactory I refund the money and pay all transportation charges.

ADDRESS

PRINTERS INK JONSON,

13 Spruce Street,

NEW YORK CITY.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Make your headline say something; something interesting that pertains as directly as possible to the subject of your ad. Get down to business in the very first word if you can. Make it as bright and pleasant and inviting as you please, but don't waste any time in trying to evolve something "catchy" or smart, and don't begin with some historical fact or reference to a current event that has no possible connection with the merchandise you offer.

I have always thought well of the headline that, while complete in itself, "reads in" to the body of the ad, as in the examples reproduced below. This sort of a headline tends to carry the eye down into the body of the ad, and then, if the ad is not too dry and prosy, it will be read almost before the reader realizes it.

In a large ad that is divided into sections, each section representing a different stock, the head or, in this case, the sub-head should act as an index to the matter which follows it, because very few people, however bargain-hungry, have the time or patience to wade through a large ad that has nothing but blind and meaningless display lines to guide them in their search.

For a store that makes its strongest appeals through low prices a cut price often makes the best possible headline, especially when displayed with the name of the article offered and in contrast with the former price.

If you are bothered for a bright and telling headline don't worry over it until you've lost all your enthusiasm and become disgusted with the whole thing, but go ahead and write your ad without a headline. Then, after you've made a business message that suits you, you are pretty sure to find, right down in the middle of it somewhere,

a short, pithy sentence or a happy phrase that is just the right thing to put up at the top.

Do You See Black Spots

floating before your
eyes?
Then your eyes are
wrong.

Our specialty is to make
just the kind of glasses you
need.

Come here, and you won't
have to pay too much.

Eyes tested free.

Factory on premises.

No Blue Monday

in the house that uses a
Lighting Washing Machine. You
can do a larger washing, do it
easier and quicker with a Lighting
Washer than with any other kind.

Lighting Washers are durable.

Made of Virginia white cedar,
electric welded wire hoops and
extension staves for wringer.

No other washer so good at so
small a price—\$4.

Just as a Reminder.

Job Printing.

You need it in your business, but you want it done neatly and in an up-to-date style, and of course at a moderate price. We can furnish you with anything you need in the printing line, but to jog your memory will mention Bill Heads, Statements, Receipts, Envelopes, Note Heads, etc., any of which you may be in immediate need of. Telephone us. Will call and get your order.

For Monuments.

Are You Particular?

Have you some out of the
ordinary ideas about what a
monument ought to be?

Come straight to us if you
want your idea carried out
to perfect completeness.
We're particular people ourselves, and know how to do
particular work.

*How a Few Prices Would Have Helped
This Ad.*

Do You Like Olives?

We have the largest and finest assortment in Spokane. Look at this partial list and see if we haven't something in this line that you want: Ripe olives, in bulk; green olives, in bulk (from California); olives stuffed with pimentos, Spanish Queen olives, pitted and stuffed pimentos, Queen olives, stuffed with Spanish green peppers; ancholias, a most delicious article; Heinze's, Gordon & Dilworth's and the Lewis Packing Co.'s full lines of olives. Remember olives are a most healthful and delicious summer food.

For Wall Paper.

50 Cents

will buy more wall paper to-day than a dollar would formerly buy. Every pattern in our superb stock is subject to our great reduction sale. We are selling high-grade papers at lower prices than they have ever been sold at in the city, and lower than they will ever be sold for again in Spokane. Remember, every pattern from the cheapest white blanks to the finest tapestries are included in this slaughter. We are not considering cost. Don't fail to examine the line; it is worth seeing, even if you do not want to buy. One thousand patterns to select from.

A Good One for Gloves.

The Ladies' Gloves That We Sell for \$1

are the full limit of glove goodness at that price.

They come from the hands of one of the greatest glove makers known to the foreign glove trade.

They have long since established a one dollar glove standard not approached by any other make.

The new, smart fall styles are with us now.

In this \$1 line there's the Glace Benita and the Suede Perla.

White, black and all colors, such as you expect only in the most expensive grades. Two clasp effects, very serviceable.

Boys' Clothing.

Bring Boys Here

for wear-well, look-well suits in crisp, new fabrics fresh from mills. Manufacturers' prices—and an ironclad guarantee. 'Nough said.

Two-piece, double-breasted suits of pure wool, silk sewn, worked buttonholes, strong linings, double seat and knees in pants—as low as \$2 on up to \$7—lots of in-between prices.

For a Morris Chair.

If you want your innings in the great game of comfort you must seek for one of these Morris chairs.

It is an easy chair, but with twice the comfort of the most luxurious chair. This is what tells in a Morris chair. It is four chairs in one, just as you may alter the back bar. It is anything from an invalid's couch on casters to a student's upright chair in an instant. Made of solid oak—reversible cushions of corduroy. Price \$12.50.

All Right.

Dog Collars from 12c. to \$2.

It makes very little difference what your dogs look like or what breed they are, the law says that they shall have collars, and that these collars shall have on them a license number and owner's name.

As the time approaches for taking out this license you will want a collar for the dog and the engraving done.

We have a brand new line of dog collars which are made of good durable leather, with trimmings according to price.

Collars bought here are engraved here free of charge.

For a Custom Shoemaker.

Happy Shoe Wearers.

Happy because they have obtained the greatest comfort by wearing the Walsh hand-made shoe. Comfort isn't the only good point about the Walsh shoe—it's stylish and durable. \$5 and upward.

A Good Side Line That Is Helped by It's a Good Idea to Offer Some Simple Service like this without Charge.

You'll Never Be Sorry

for it if you buy a graphophone or a phonograph. If you don't buy one until you've heard somebody else's, and realize how much genuine enjoyment you've missed, you'll be sorry you didn't buy it before.

The largest stock of graphophones, phonographs and supplies in town—really the only complete stock—is here.

Graphophones at \$10, \$12, \$15, \$20, \$25, \$50 and \$55. Phonographs, \$30. Records (1,200 to 1,500 on hand to select from) 50 cents each, \$5 per dozen.

The \$20 penny-in-the-slot graphophone will soon pay for itself, if placed in a public place.

All Right.

Here's a Sure Cure for Blackheads.

One of the most annoying and persistent skin diseases is that commonly known as blackheads.

To the thousands who suffer from this disfiguring disease we earnestly recommend Velvet Skin Lotion.

Your money back if it fails to cure.

25 CENTS AT ———.

Note the Strong Combination of a Definite Description and a Price.

A Library Table.

Of course everybody hasn't a library, but the beauty of this table is its perfect adaptability for the sitting room—and everybody has a sitting room where comfort should reign. This table will assist largely in comfort. Solid oak, highly polished by hand, top 40-28 inches, fine bead carving about the edge and on the draw; heavy square legs, mounted on casters, under shelf for books or papers. As handsome a table as we've ever seen for the money. That's why we bought a lot of them. Well worth \$8, but just now we are selling them at \$5.75.

Same style, a size smaller, under shelf—\$4.

Crooked Glasses

are not only an annoyance, but a positive injury to the eyes. Proper adjustment means proper fit and focus. Let us adjust your glasses properly, without charge, and you'll appreciate the improvement. We're gladly at your service.

An Appeal to Dog-owners.

Do Fleas Torment Your Dog?

Some dogs and cats do an awful lot of backbiting. Do yours? Why not spend a quarter and get Simon's Flea and Mange Cure? It will be money well invested, for it will free the animal of fleas or cure it of mange. A humane man dreads to see his dog suffer, and what woman would not save her pet tabby from destruction? Our cure is absolutely non-poisonous, and not offensive in the least to apply. It is best used with a sponge, like castile soap, and comes in convenient jars. We've perfect confidence in it and would like you to try it.

Lacks Nothing but Prices.

The Wise Hunter

will come straight to this store if he is looking for a good shotgun. Whether you want to buy or rent it's all the same. We'll do better by you than any one else.

Didn't know we rented guns? Well, we do; lots of them.

Double barrel, single barrel, Winchester—all the good ones.

Powder, shot and shell? Sure.

Just in Time.

Cheap Warmth!

Between-seasons is the very time you most need a gas heater! It's the cheapest and most troublesome kind of heat. Any size heater you want at any price you wish to pay will be found here. Better buy one—it's dangerous to sit in a chilly room!

Quite Convincing.

A Big Sale of Sheets and Pillow Cases.

Not a feeble attempt to move the rag ends of a snop-worn stock, but an organized effort to sell 2,000 dozen sheets and pillow cases at a price lower than like goods can be bought at the mill for to-day. Every sheet and every case involved in this sale is of the highest grade sheeting made by a standard mill. A sale of such sample goods, at such a time and such a price, once more strikingly demonstrates the buying power of this firm, and this is the sale which will prove its wonderful selling power also. Positively none to dealers.

Good Argument.

An Overcoat Or a Cold?

Which is safer to carry? You should buy an overcoat now, because this weather demands an overcoat, and because you get better assortments than later on.

You should buy from us, because we offer you perfect fitting all-wool overcoats at \$7.50, \$10, \$12.50, \$15, and up to \$25.

Which are worth from 25 per cent to 35 per cent more to-day. When we buy a thing cheap our customers get the benefit. We bought these coats for cash last May when wool was cheap.

For an Oil Heater.

Coolish Nights

and misty mornings bring danger that might be turned away if you have an Electric oil heater.

The "Electric" is much more than a large lamp—it's a heating stove with flues for circulation and radiation, and it has a water evaporating device that helps restore the elements consumed by the flame.

It's as different from the average lamp stove as a modern parlor stove differs from an old box stove.

You ought to see them before you buy.

\$8, \$10.

Other stoves as low as \$5.

For Heating Stoves.

You May Not Expect Comfort on Cold Mornings

if your stove is of the spasmodic sort, that only "works well by spells"—you can't be certain—you don't know what to depend on. We will show you heaters that operate to your entire satisfaction, and they cost but a trifle more than worthless makes.

Here are some sample prices:

Conveys the Idea of Great Comfort at Small Cost.

Warm Footwear for Women.

Women are appreciating more and more every year the value of a soft, warm foot covering for house wear.

Shoes with hand turned soles and beaver uppers, with warm linings and felt innersoles, are just the thing for these cold nights and mornings.

In button, lace or elastic—as may be desired.

They are inexpensive, costing you only 75c, 98c or \$1.25 a pair.

Well Calculated to Convince.

Serviceable Shoes for School Boys.

A good, healthy schoolboy will wear out any shoes soon enough.

But he won't wear out a pair of our kind as soon as some other kinds. That's because our shoes are strongly, honestly made of good wear-resisting leathers—no skimping, no shoddy worked in at unseen places.

And then again, they're so good-looking and comfortable that the boy will like them and take better care of them.

Because of our large buying through our two stores, we buy lower than other stores, and you'll find in consequence that we can give you equally good shoes for less money, or better shoes for the same money, as compared with other stores.

Boys' school shoes, \$1, \$1.25 and \$1.50 per pair.

An Exceptionally Good Ad for Whisky.

15 Years Ago.

Lots of things happened 15 years ago. But we are going to tell you about one. It's about a harrel of OLD HERMITAGE RYE that was distilled that year.

We can prove that it was. Here is the history: Distilled in '85—took a sea trip to Germany in '88—returned to freedom in '92, and has been growing older in the wood every day since.

You know n w that this is good whisky—it was good to start with—but it's wonderfully good to-day.

Just a whiff—the bouquet will make you smack your lips in anticipation—just a taste and you'll thank your lucky stars that you read this ad. It's \$2.50 a bottle, and it's worth every cent of it.

Timely.

The October Bride and the "Wiss Store."

'Twould be hard to settle on a better place than this for wedding gifts.

Simple or elaborate bits of jewelry, rich creations in cut glass, individual silver pieces of silverware—also many, many fittin' things for bridesmaids, ushers and "best man."

We're often called a "gift store"—you can see why. Stocks in each department are particularly suited to gift-giving and there's a freedom from needlessly extravagant prices, though qualities are highest known.

For a Fruit Picker.

Fruit Will Not Keep.

It is not as good for the market, does not look as well, and decays quickly.

Our wire fruit pickers will take the fruit off the tree in perfect shape. Simply fasten it on the end of any convenient pole, and your outfit is complete. No ladder, no climbing, and the work is reduced one-half. It is the best fruit picker made, and costs only 30 cents.

Seasonable.

Cider Presses.

All second quality apples go for cider, and then a good cider mill is wanted. We have just the mill that does the work well, and easily. The Cutaway mill, with large crusher and two press cylinders, has had years of trial. Nothing of the kind works better. This mill sells for \$16. Other mills and presses at all prices.

Some Stove Talk of the Right Sort.

Good Stoves.

We haven't any patience with a common everyday stove that only half performs its duty.

When we sell a stove—whether gas, oil or coal—we want to be able to say:

"There's a stove you can depend upon—a stove that won't give you any bother or worry—a stove that's right from top to bottom."

The price is a consideration, we know, but you don't need to worry about that, for we've taken care to make our prices fair. Here are some of them:

Makes One Hungry for Home-made Bread.

Mrs. Seymour's Bread.

It's all right to talk about the bread "Mother used to make."

It's a natural and praiseworthy thing to do.

But have you tried Mrs. Seymour's Home Made Bread?

With all due respect to mother, we believe that Mrs. Seymour's bread is just a little better.

At any rate, it has made a great hit with a whole lot of good people.


Without any advertising whatever we have tripled the sales in a week.

Mrs. Seymour's bread is a real home made bread—it isn't a baker's imitation—it's the genuine thing.

The loaves are in rye—and in wheat—in two sizes—to and 5 cents.

Just try a five-cent loaf—just see if it doesn't beat mother's.

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.



No. **SAMPLE.**

GOOD FOR FIVE DOLLARS

AS STATED BELOW

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.

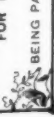
\$5

GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.
 GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.
 GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE
 AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.
 BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

Am. N. Y. Spruce St. 10 SPRUCE ST., NEW YORK.



The Paid City Circulation of

THE

Milwaukee Journal

is guaranteed by The Journal Co. to be larger than is the TOTAL circulation of any other English evening daily at Milwaukee. The total circulation of THE JOURNAL is larger than is the COMBINED circulation of the two other evening papers.

THE JOURNAL COMPANY,
MILWAUKEE, WIS.

EASTERN REPRESENTATIVE:
STEPHEN B. SMITH,
30 Tribune Bldg., New York

WESTERN REPRESENTATIVE:
C. D. BERTOLET,
Times-Herald Bldg., Chicago.

A Skimmer is Full of Holes

So are the statements of many newspapers who try to make the advertiser believe that they have the largest circulation and give fictitious figures and promises of large returns, but are unwilling to submit substantial proofs. Why remain in the dark and guess at the value of mediums when by using the SCRIPPS-McRAE LEAGUE Newspapers you know you are getting one hundred cents on the dollar, for every line of space you use?

The Cincinnati Post,	.	133,288
The Cleveland Press,	.	93,096

The St. Louis Chronicle, . 54,050
 The Covington Ky. Post, 12,828

encourage and solicit investigation and stand ready at all times to prove statements made regarding circulation. The columns are clean, thus assuring your announcement being placed in with good company, and it is sure to be read by every reader, as nothing objectionable can be found in any of the advertisements running in these papers.

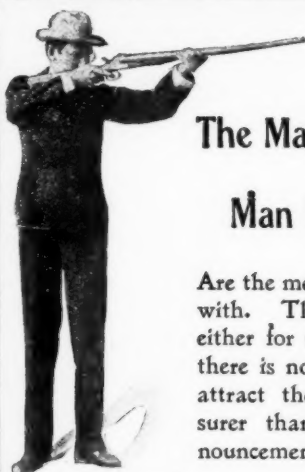
SWORN CIRCULATION STATEMENT AND RATES UPON APPLICATION.

F. J. CARLISLE, Manager Foreign Advertising Department,

SCRIPPS-McRAE PRESS ASSOCIATION

No. 116 Hartford Building, CHICAGO, ILL.

No. 53 Tribune Building, NEW YORK, N. Y.



The Man Behind The Gun and the Man Behind The Bat

Are the men you want to do business with. They are money-spenders, either for necessities or luxuries, and there is no way in which you can attract their attention quicker or surer than by inserting your announcements in the columns of . . .

SPORTING LIFE

The old reliable authority on everything pertaining to Base Ball, Trap Shooting, Billiards and kindred sports. Established 18 years. Circulates everywhere—from Maine to California, from Canada to the Gulf. The brightest, newsiest and most popular sporting paper published.

Advertising Rates, 15c. a Line.
No Time or Space Discounts.

Publication day is SATURDAY of each week. Advertising forms close on Wednesday preceding.

Send your order through any reliable advertising agency, or direct to

The Sporting Life Publishing Co.
34 South Third St., Philadelphia.



For nearly fifty years "we" have been a 19th century paper. For a hundred years to come "we" propose to head the caravan as a 20th century weekly agricultural journal, and this fact should interest 20th century advertisers.

THE PRACTICAL FARMER

Has strong individual features of its own: exclusive writers; exclusive departments; and an unusually loyal list of weekly readers. Please examine it.

"THE PRACTICAL FARMER was only exceeded by three weekly papers on our list in number of inquiries last season and brought in better money returns, in proportion to cost, than any of them.

"THE PRACTICAL FARMER is all right and we hope you will keep up your good record next year.

"S. L. ALLEN & CO., Philadelphia."

**Sworn statement of circulation for one year shows
an average of 38,129 copies printed per week.**

Only one rate. If interested, write.

THE FARMER COMPANY,
PHILADELPHIA.

The farmers' purchasing power in 1900 will be larger than ever before.

Profitable

Advertising is certainly of vast importance to any advertiser, and nobody can afford to take any chances.

Publicity

of the sort that pays is the kind represented in our Street Car Advertising system. The patronage of the country's largest advertisers proves it. For particulars write

Geo. Kissam & Co.

253 Broadway, N. Y.

Written by G. W. Bull, Denver, Colo.



Nine Insertions Gratis.

An advertisement contracted for to appear in PRINTERS' INK for the year 1901 will be inserted

FREE

in all the remaining issues of 1900.

Address

PRINTERS' INK,

10 Spruce Street,

- - -

New York.

"A man is known by the company he keeps."

You're in Good Company

if your advertisements are displayed in the cars of the Brooklyn "L."

Every advertisement in these cars is a practical testimonial to the efficacy and value of this form of advertising. The indorsers are the leading advertisers of the country, men who make every dollar they spend in advertising pay.

No letter they could write would be half as strong as the force of their example.

The same opportunities are open to *you*. It's to our advantage to help make profitable the advertisements of our clients. Hence our experience in selection of cards, etc., is also available.

Our time against yours for discussion.

GEO. KISSAM & CO.,

253 Broadway, N. Y.

Written by Wm. Henry Beable, London, E. C., England.